

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT. PRODUCTION METHODS. MATERIALS. EQUIPMENT. PURCHASING. SALES. MERCHANDISING

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IN THIS ISSUE

N.C.A. Convention Most Successful in Years.....	14
N.C.A. Officers and Directors.....	14
Industry Policies in the Defense Era.....Philip P. Gott	18
Resolutions Adopted at N.C.A. Convention.....	21
Housekeeping in the Candy Plant	
How You Do It: "Build Cleanliness Habits".....J. D. Rector	22
Why You Do It: "Grime Doesn't Pay," M. H. Kronenberg....	23
Candy Clinic: Conclusion of May Reports on Easter Goods.....	24
The Confectionery Industries Exposition.....	26
Pictures of Prominent Supply Firm Booths.....	27
Supply Trade News.....	33
Food Store Candy Merchandising.....F. W. Brinkman	37
A.R.C. Elects Meiss.....	42
News of the Industry.....	44
The Clearing House (Classified Advertising).....	45
Advertisers' Index	50

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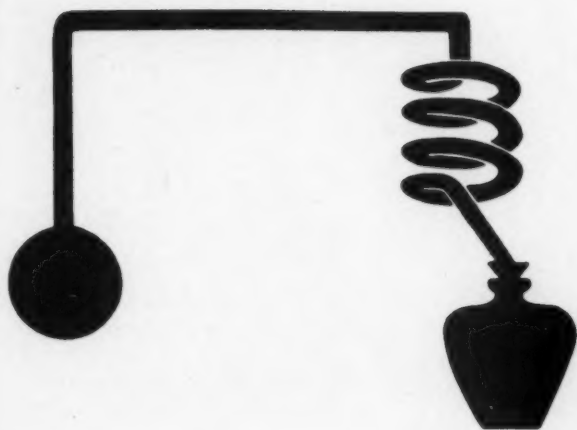
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N. C. A. Convention

Most successful in many years

Heavy attendance, timely discussion topics, special features, top-notch speakers mark 58th N.C.A. Convention

Aclaimed by candy manufacturers and the supply trade as the best meeting in 20 years, the 58th Annual Convention of the National Confectioners Association came to a close at the Palmer House, Chicago, June 5, after having presented a busy four-day program beginning June 2. The four-day registration list discloses that more confectionery manufacturers from every part of the United States attended this meeting than has been the case in a great many years. And those who came were not disappointed, for the carefully-planned speaking program as well as the Exposition held in connection with the convention were designed to answer the immediate problems facing the industry at a most critical time in its entire history.

The keynote for the entire convention was struck at the opening luncheon session on Monday, June 2, in the address of W. J. Cameron, known to millions of Americans as the "Voice of the Ford Sunday Evening Hour." Always an interesting speaker and always bringing a message of inspiration and hope to his listeners, Mr. Cameron was no disappointment to the several hundred candy manufacturers, representatives of the supply field, and guests who heard his address, "Creative Force of the Profit Motive."

"There are many industrialists," said Mr. Cameron, "who believe that when the present defense work and the current defense boom are ended, we are going to have a depression the like of which has never been seen in this country. I do not share this opinion, for the philosophy underlying preparation for defense is different from that motivating preparation for aggression. Preparation for defense draws upon the spiritual qualities of a people and this spiritual quality is the one which produces results, both in preparation against aggression and in peaceful pursuits. Under the philosophy of aggression, the people have first to be demoralized so that the aggressor may control them completely for his own purpose. A demoralized people is not and can not be expected to meet the forces of depression as successfully as a people who have been prepared, through spiritual values and upbuilding of national character, such as our own defense program is establishing and maintaining. It is this moral fiber of the American people that will carry it through successfully in the days when

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S. W. HALLSTROM

Re-elected vice president of the National Confectioners Association.



ARTHUR L. STANG

Newly-elected Secretary-Treasurer of the National Confectioners Association.



HARRY L. BROWN

Re-elected vice president of N.C.A.

peace will have again been established."

Following the luncheon and Mr. Cameron's address, the formal speaking program of the convention proper got under way. S. W. Hallstrom of the Walter H. Jonson Co., Chicago, and first vice president of the N.C.A., acted as chairman of the afternoon session. Following brief remarks by Theodore Stempfel, E. J. Brach & Sons, Inc., Chicago, chairman of the program committee, Mr. Hallstrom introduced the first of a series of speakers who discussed the present situation with reference to important candy raw materials. Speakers appearing on the program for the Raw Materials session included the following: Ody H. Lamborn, Lamborn & Co., Inc., New York, who spoke on Sugar; George M. Moffett, president, Corn Products Refining Co., and member of OPM, who spoke on Corn Products and some of the problems confronting the leaders of our National Defense Program; H. Russell Burbank, vice president, Rockwood and Co., Brooklyn, who discussed the Cocoa and Chocolate situation; P. C. Magnus, Magnus, Mabee & Reynard, Inc., New York, who described the present conditions with reference to Flavors and Essential Oils.

Following the formal addresses, brief discussions of business conditions in different geographical areas of the country were presented by members from the floor of the convention under the direction of Charles C. Chase, Chase Candy Co., St. Joseph, Mo. The consensus of opinion of the reporting manufacturers was that the national defense program would have a salutary effect on the sale of candy in all parts of the country, inasmuch as the rise and fall in candy sales are so closely linked with the rise and fall of national income, which is being increased greatly because of defense spending. Some concern was expressed over the rising market prices of candy raw materials, especially cocoa and coconut, but in almost all cases reporting manufacturers also expressed the belief that rising prices generally would enable many manufacturers to increase prices on their own goods and perhaps realize a better profit than has been the case in the past 10 years or more.

Tuesday morning's session continued the discussion on candy raw materials, with Harold J. Clay, of the U. S. Department of Agriculture, reporting on Nuts; Walter Page, consultant to the Dairy Industry, speaking about Dairy Products; and D. Clark Everest, presi-

dent, Marathon Paper Mills, Rothschild, Wis., scheduled to report on Cartons and Findings, but presenting instead some of the problems confronting the leaders of our National Defense Program. The remarks of these three speakers will also be included in the briefed resume of the entire program devoted to Raw Materials, in a following issue. However, leading off as the first speaker of the morning was F. H. Rawls, chief of the merchandising units of the U. S. Department of Commerce, who reported on the annual survey of Candy Distribution made by his department in collaboration with the N.C.A.

Mr. Rawls reported that manufacturers' sales of confectionery and competitive chocolate products in 1940 totaled about 2,250,000,000 pounds with an estimated value of \$336,000,000. Per capita consumption reached an all-time high of 16.9 pounds in 1940, compared with 15.7 pounds in 1939, an increase of 7½% against an advance of a little more than 7% in national income. The percentage of sales which were distributed through chain stores in 1940 amounted to 23%, which is considerably lower than the 35% to 40% of total food sales estimated to be effected through chain stores. Returned goods were less of a problem during 1940, amounting to a little more than 8/10 of 1%, compared with 1% in 1939. This is the second successive year that returned goods have declined, whereas during 1938, when total sales were less than in 1937, the value of returned goods increased.

Mr. Rawls also reported that an inventory will soon be taken of all cocoa bean stocks now in this country.

Formal introduction of Philip P. Gott as president of the N.C.A. was accomplished at a special luncheon on Tuesday noon. Mr. Gott was introduced by Harry R. Chapman, past president, and addressed the assembly on "Candy Industry Policies in the Defense Era," which is reproduced in full in another part of this issue. This luncheon, like the one on Monday, was well attended by manufacturers from all sections of the country and by most representative supply men.

Highlight of the convention was the Forum Session on Tuesday afternoon. As in the past, this program was most competently guided by George H. Williamson, Williamson Candy Co., Chicago, who presided. Covering



New N.C.A. directors, left to right: Theodore Stempel, O. F. Sealy, Bernard Rubin and A. C. Baker.

three principal topics—Merchandising of Candy, Housekeeping in the Plant, and Employee Relations—this session was the best-attended of all the meetings. Leading off was the address of F. W. Brinkman, Sales-Service Division, Independent Grocers Alliance Distributing Co., Chicago, who spoke on "Food Store Candy Marketing and How To Develop It." Because of the wealth of thought and factual data presented in this most illuminating talk, we are reproducing it in full in another part of this issue. Mr. Brinkman, calling upon his years of experience in candy merchandising with the Kroger organization and I.G.A., illustrated the manner in which his organization is assisting member-stores to realize the profits from candy sales which are hardly ever reached by other merchandise carried in their lines. He showed display material which member-stores are given to promote candy sales during special seasons and in normal trading times.

"Sanitation and How to Achieve It" might have been the general topic of the two-speaker presentation of the subject of "Housekeeping in the Candy Plant" which followed next. Discussion of the theoretical benefits and purposes of "housekeeping" was competently handled by Dr. M. H. Kronenberg, chief of the division of Industrial Hygiene, State of Illinois. The practical application of good housekeeping in the candy plant proper was described by J. D. Rector, general superintendent of the Peter Paul, Inc., plant at Oakland, California. These two talks are reproduced in full in this issue.

Perhaps the most interesting feature of the Forum Session was the round-table discussion on candy company practices with reference to their employees, between Miss Helen Dudzik, an employee of the Williamson Candy Company of Chicago, and several candy men, including her boss, George Williamson; William Melody, general superintendent of E. J. Brach & Sons, Inc.; Frank Kimbell, head of Kimbell Candy Co., Chicago, and W. M. Cribbs, National Candy Co. In her own words, Miss Dudzik presented an unrehearsed description of some of her experiences as a worker in a candy plant. Asked during the course of her talk whether the described conditions were peculiar only to her plant, she stated that from her knowledge and acquaintance with other candy plant workers, these conditions were general throughout the candy industry and were not particularly confined to the plant of her employer. Further questioning by other members of the round table brought out the fact that many of the bad practices described had

been eliminated in her own place of employment by the introduction of a means whereby employees and management got together regularly for discussion and settlement of problems arising out of poor supervision or poor plant management practices.

"Budgeting is a Production Problem" was the subject of an address made to the Forum Session by Henry J. Howlett, secretary of the American Management Association. "About 70% of the budget dollar," said Mr. Howlett, "is allocated to material, labor, and factory overhead in a fair-sized plant manufacturing a general line of candy. Is it not logical, therefore, that the man who spends the largest part of the company's income dollar should have the real say as to what budget standards are logical and feasible? The plant superintendent more often knows his job better than does the budget officer, who in most cases will be an accounting official."

Today there is a better understanding of the advantages in operating a flexible budget and the means by which comparison should be made with the standards established. Too often in the past the procedure has been to estimate sales carefully and to ask the production department for similar estimates in dollars. Because of fluctuations in raw materials and labor costs, a serious doubt has thereby been created in the mind of the production man as to the value of a budget as a whole.

It is essential, said the speaker, for the chief of any company to be thoroughly convinced of the value of budgetary control, as the success of the budget depends to a large degree upon the interest of the executive and upon his ability to transmit this interest to the organization and really keep it alive. Second, any system of budgetary control must break down very rapidly without thorough cooperation of the entire organization. Finally, give the plant man a reasonably free hand in running his plant and he will not ask for excessive appropriations.

The Tuesday afternoon business of the convention closed with a short meeting of Package Goods Manufacturers in a private dining room of the hotel, after completion of the formal speaking program.

A clinic on Industry Financial Problems occupied the conventioners at the Wednesday morning session. At this session, also, the U. S. Army's new Candy Ration was discussed by a representative of the Army's Subsistence Research Laboratory. Leading off the speaking program was I. C. Shaffer, Just Born, Inc., New York, who explored the subject of "Insurance" as it covers



E. M. Kerwin



C. R. Kroeckel

all phases of candy plant operation. Mr. Shaffer was followed by Arthur L. Stang, Cracker Jack Co., Chicago, who spoke on the subject of "Credit." Mr. Stang reported that the N.C.A. has set up in each principal trading area of the country a committee whose function it will be to "survey financial practices incident to the selection and continuance of customers either as wholesalers or as retailers; to identify those proposals which tend to reduce losses; to increase the efficiency of distribution agencies, and to consider standards of operating efficiency." The speaker described the credit services already offered by the N.C.A., and showed how the various committees can tie in more directly with the general credit service of the association. In closing, the speaker indicated a hope that eventually the N.C.A. might institute a ledger interchange service whereby credit information could be readily interchanged between manufacturers selling to any given account.

In discussing the U. S. Army's emergency ration, Captain C. G. Herman of the Subsistence Research Laboratory, Chicago, described the chocolate emergency ration designated as Field Ration D, more commonly known as "Logan Bar," developed in 1936 under direction of Col. Paul P. Logan, then in charge of the laboratory. He stated that it was necessary to develop another type of ration not quite so highly concentrated as the D ration. This latter development is known as Field Ration C. The ration as finally developed, said Capt. Herman, was similar to the one now used, but confectionery was not made a component part. However, a survey of the rank and file of soldiers indicated that they expected a confection, and specifically, a chocolate confection. Technical problems of fortification with proper vitamin and mineral content took a year and a half to solve, and these problems included that of proper packaging for protection both against extreme heat and extreme cold. Capt. Herman indicated that the present ration does not represent the final word, but specifications will be revised as, when and if a better confection can be developed. Anything along this line must lend itself to high-speed, streamlined production and the formula for it must be open for the use of the industry as a whole.

The final address of the morning program was upon the topic "Labor Requirements Under Defense Program," presented by Paul Mertz of the OPM., who appeared in place of M. Clifford Townsend of the same office.

The final session of the convention was the business meeting on Wednesday afternoon, presided over by

President Gott. A thorough discussion of Taxes and their relation to the candy industry was presented by E. M. Kerwin, vice president of E. J. Brach & Sons, Chicago. Mr. Kerwin expressed confidence that the 5c excise tax proposed by the House Ways and Means Committee to help raise defense funds would not be passed as it now reads. However, he indicated that a more serious problem for manufacturers lies in the increase in the income taxes recommended in the tax bill now before Congress. More serious for candy manufacturers than for some other types of industries is the fact that the proposed bill may not come up for passage until late in the year, when candy manufacturers enjoy their best selling season.

Mr. Kerwin traced the rise of tax costs from 1917, when the first income or excess profits tax was levied on industry, to the present day, showing how a theoretical company capitalized for a million dollars and with a net income, before taxes, of \$300,000, with a pre-war net income average of \$100,000, would have paid over the years. Mr. Kerwin urged that candy manufacturers check their inventories and profit and loss statements as never before, in the coming months, so that they may steer a safe course through the whirlpool of ever-mounting, intangible, and unexpected tax charges that will follow, and even now are entering the cost picture.

At the business session which followed the final address, resolutions were presented for adoption by the Resolutions Committee. Walter A. Richards, as chairman, read the resolutions, the most important of which appear separately in this report. Considerable controversy developed in discussion of the resolution to refer to the directors a proposal to change the wording of the industry slogan, from "Candy is Delicious Food," to "Candy is a Vital Food." The proposal was lost by voice vote, after discussion by members including Mr. Lavery of Curtiss; Mr. Dowling of Dilling & Co.; Mr. Shotwell of Shotwell Mfg. Co.; Mr. Amend, Mr. Stempel, Walter Belcher, Mr. Bookidis of Ucanco Candy Co., and others. Other resolutions and industry matters were discussed at a closed session later. Dr. Stroud Jordan gave a short report on the Nutrition meeting in Washington, D. C., which had been held the previous week.

As usual, the dinner-dance, held the evening of Wednesday, was a gala affair attended by a record-breaking turnout of members, associate members, supply men, guests and professional talent provided for entertainment. Under direction of B. H. Goodman and N. V. Diller, the entertainment program marked a high point in the unusually high record of attainment achieved for the 58th Annual Convention. The same standard of participation was also achieved at the golf tournament, held on Thursday at Olympia Fields, under direction of a committee headed by Will T. Reed.

Prize winners in the golf tournament included the following: Herman Hoops Memorial Trophy, to George H. Williamson with a low gross of 87. The President's Trophy was won by Ed. Davis with a low gross of 82. Other low gross prize winners included R. R. Adam, Corn Products Refining Company, set of woods; Fred Marx, Reed Candy Co., windbreaker jacket; Tom Flogg, guest, two cases of beer. Prize winners in the low bet competition included: F. W. Green, set of irons; R. C. Grant, set of woods; W. H. Taylor, portable radio; F. E. Green, duffel bag; and Carl Simpson, golf shoes. About 150 players made the rounds, and approximately 200 attended the dinner in the evening at the Olympia Fields club house.

Industry Policies

In the national defense era

By PHILIP P. GOTT*

President, National Confectioners' Association

Progress in these times can be achieved only through something a great deal more active than just sitting around worrying about what wars and rumors of wars are going to do to our business.

Even as these remarks were being prepared, momentous changes were being wrought on our domestic front by the country's preparation for defense. The Chief Executive of the Nation has invoked the powers called forth by an unlimited emergency.

All of us will be affected. There will be more changes in the conditions under which we do business. Some of them may be drastic. We will have to take account of them, and prepare for them.

But we should face them constructively, and not give way to panic or despair. I believe in the candy business sufficiently to feel that we have a contribution to make to the health and happiness which underlie successful nations in both war and peace. If we make that contribution and if we plan wisely and prepare constructively, we must progress.

That our industry cannot make bullets or machine guns does not indicate that we should curtail our production and sale of candy. Quite the contrary. In fact, we are making some very important "candy bullets" for the new army rations. Our contribution to defense food is an important one.

But to make candy for home consumption is also a service to the nation which we should not at any time treat lightly or allow others to treat lightly. To contribute pleasure as well as nourishment is to help keep up morale, and that is a high and honorable calling in these times when morale is a primary weapon with which nations fight for survival.

And from a purely business standpoint, our national income is estimated to be going up to \$90,000,000,000, and that income is going to be spent somewhere. That we get our fair share is only good sense. It presents a challenge to our initiative, to our methods of marketing and selling.

It would be a fatal weakness, it is a fatal weakness, for any industry to limply accept poor business with the weak excuse that "It is the war." The ways of peace and normal economy should be practiced robustly and stubbornly everywhere we are able and just as long as we are able, up to the limit that they do not impair our



Philip P. Gott

defense effort. Great Britain has established a lesson in "carrying on" even under her burden, and we should do the same under our far lighter load.

It is important that business keep itself as healthy as possible so that it may help right the ship of our civilization and put it back on a steady course when wars have died away, as wars will.

Courage To Fight

Our industry has not lost its courage or initiative. We have evidence of that in the way this association and its individual members have carried the tax case of the candy industry to the Ways and Means Committee at Washington.

We have made a vigorous effort to see that candy is fairly treated in the levying of any new taxes to meet the defense emergency. We have said, and we fully and heartily mean what we say, that we are not resisting additional taxation as such. We are resisting with all our ability and energy the assumption that candy is a "luxury" and should be taxed accordingly. That is a viewpoint we *should* resist. It overlooks the large number of basic foodstuffs which go into candy. It overlooks the role candy plays as a quick energy source for the great number of industrial workers of the land. It certainly overlooks the evidence submitted by the dietary laboratory of the armed forces of the land, which has issued a specification that includes candy, three one-ounce pieces a day, as a part of a new food ration of the army.

If we let the viewpoint prevail that candy is not a food, or is a "non-essential" product, we give over a valuable competitive position. We lose out to the dessert foods which certainly have no greater right to a food rating than we have. If there were some way of rating foods on the basis of energy content and taxing them

* Address delivered at Luncheon Session, National Confectioners Association Convention, Palmer House, June 3, 1941.

accordingly, that would at least be fair. We would be willing to assume our share of the burden on the basis of some fair rating of all foods. But to throw us in with narcotics and amusements just because we provide energy in a form so universally pleasant that it is indeed recreational, is an injustice which we are certainly not going to take lying down. What we have done before the committee of the Congress and what we can still do are going to be matters of more detailed discussion.

Subsistence Research Laboratories

But before we leave this subject, I want to point out that we have a valuable object lesson in the practical, scientific research work done by the Subsistence Research Laboratories of the Quartermaster Corps Depot here in Chicago. Whatever research we do in the future should have the same quality, it should have integrity and scientific standing—it *must* be respected by all honest, scientific people if it is to have the utmost practical value to us.

Rushing out and getting some figures labeled “research” from any handy source, regardless of its standing, has been tried out by industries to my knowledge and these industries have mostly been disappointed. In many cases they have got themselves in disrepute with scientific people.

It is along such sound lines that your Research Committee is making its recommendations—recommendations which, I believe, are worthy of your full support. Let us be honest with ourselves. In a measure this industry has been vulnerable before the Ways and Means Committee because we have not protected ourselves as adequately as we should have.

We have not backed up “Candy is a Food” slogans with as much supporting facts as those slogans should have. And while we have done some good publicizing at times, and have put slogans on our stationery and labels on some of our boxes, the educational job in favor of candy as a food has not been one, continuous enough or intensive enough really to impress the moulders of public opinion, the general public and through it the hard-pressed members of the Ways and Means Committee of the Congress.

I guarantee that it would be amazing to most Americans, and even well-informed Americans, to realize what a tremendous market candy manufacture affords for basic foodstuffs off the farm. Tell the lady next to you at dinner the next time you are dining out—“Hens are among the most important skilled workers in the candy industry. Candy manufacturers use 43,000,000 dozen eggs in the country annually!” The lady may be a little startled but she will be interested, and I will guarantee that she will be surprised!

Figures to Ways and Means Committee

Take the figures we submitted to the Ways and Means Committee—4½ million dollars worth of dairy products, 34½ million dollars worth of sugars, nearly 13 million dollars worth of corn syrup, and another three-quarters of a million worth of corn starch, 24 millions of nuts and peanuts, nearly 26 millions worth of cocoa beans and cocoa products, 6½ millions worth of eggs and other products amounting to the grand total of \$114,527,000 worth of basic food stuffs used annually in the manufacture of candy in this country! Incidentally, the 1940 figures released since May 5 enable us to boost these amounts 20 percent.

Many more people know these facts than they did because of the publicizing we have given them in con-

nection with the tax campaign. But we have just scratched the surface. We have got to carry on the publicizing of these facts and the educating of people about the true nature of candy—we have got to carry this story continuously and effectively to the people if we expect in the future to keep our “place in the sun.”

I am speaking freely about this, in spite of the fact that it would be natural for some of you to think of my being a relative newcomer to the candy industry, but I am speaking freely for the very reason that I am a newcomer. I am taking the chance of suggesting things about which more experience might counsel me to hold my peace. Every industry needs an outside viewpoint. The tendency of all institutions is to get into the habit of talking to themselves, and listening to themselves. Therefore, I want to give the best I have, not as a candy man, which I am not, but as one who has spent many years in intimate contact with many industries and their associations. I want to hold this viewpoint in order that it may serve you.

Right now, I want to use this outside viewpoint to tell you that in my opinion the public has not taken the candy industry at its true value, known enough about its essential character and worth, and been taught to respect sufficiently the splendid contribution this industry makes to the health and pleasure of the nation. We must do more, and more effective, talking to the people about what we are and stand for—we must keep at it year in and year out—we must not be modest, we must be smart.

In saying this, bear in mind that I am paying respect to the character and ideals of *your*, of *our* industry. I have gone a long way already in finding out what you and your fathers and your grandfathers have contributed to these sturdy, independent American businesses which make up the bulk of our industry. It's a great tradition, rooted deep in the American way of doing things, and I want to make sure that this tradition goes on down through the years, and that its thread is not lost in the complicated warp and woof of these times.

And it is easy to get lost in these times. That industry which does not watch itself, watch its interests before the public, defend its proper place in the levying of taxes, in the setting of priorities, in the taxing of raw materials—that industry which does not look out for itself diligently and skillfully—may be lost. It certainly will be disadvantaged in its capacity to make profits.

To keep yourself before the public today in the *right* way is more important than to have lawyers to defend you when you get into trouble. When you take your case to the people, you are usually ahead of time; when the issue takes you into the courts, you are almost certainly behind time, *too* late.

Emphasize Sanitation

Your association has a distinguished record in the field of pure foods. Throughout the years you have done a splendid job of establishing standards of cleanliness and purity for candy.

In this we cannot afford to lag. The strategy of getting along with government agencies in these times is mostly to be ahead of them—to do things for yourself so that as few as possible loopholes are left. Therefore, your Research Committee contends that an extensive and aggressive campaign should be launched to keep our industry up to high standards of pure food practices.

Your association will keep you informed. We will also try to indicate the ways in which standards can be improved. Here again we should protect ourselves by

keeping our facts alive and up-to-date. One great value of an effective trade association is that it keeps the careful manufacturer from being an innocent bystander, and getting hit, when some careless offender in the industry brings down upon himself punishment and disrepute.

A conscientious trade association should never flinch from the duty of protecting the *careful majority* against the *careless minority* whenever that becomes necessary.

Employment

Another direction in which a trade association should serve its members is in the field of employment. Labor supply is going to be an acute problem of our industry, as of many others, this year. We are going to be threatened with loss of employees to the higher paid defense industries.

Some of you may have arguments over wages. You may face demands which your business is unable to meet. You may have to deal with some very exasperating strategy from employees who seek to take advantage of the trend toward wage increases evident in the heavy goods industries which are directly affected by defense. You may need figures about labor costs in this and other industries. You may need information about federal labor laws and practices which have been sanctioned or barred by the National Labor Relations Board.

You may be facing a sudden crisis in your own factory's employment situation in which you need to talk with someone who has had experience in these matters. All of you will probably be facing the necessity of breaking in new help. You will have the job of helping your foremen deal with green employees. In all these perplexities, your trade association should be able to help you. Certainly we will give you our best. We don't have all the answers, but we will have more of them as time goes on. I am hopeful in the future that we can have an Employment Committee, which will give your association help in developing and applying information about employment problems.

Here again we will need the advantage of research. And by the way, this word, "research," is used by me as a handy tag for saying: "We must know what we are doing before we try to do it. We must find practical answers to our questions, and not go off half-cocked." I certainly do not mean that we must spend a great deal of money. We must practice economy. But we must realize that we will have to spend *some* money.

Your new Research Committee, which has taken hold of this problem so ably, has submitted 14 recommendations to your Board of Directors. The Committee has the responsibility of recommending to the Board how far we should go, what questions we should have answered, and what we can afford to spend to get those questions answered.

Aids to Merchandising Should Be Amplified

To turn back to our policy discussion, I know from my contact with members of this association over the country that we have a great deal to do in regularizing and organizing the *merchandising* of our product.

We are an industry of the people, selling to all the little people of our country who spend only a penny, a nickel or a dime. Because we are so democratic we have a particularly difficult marketing problem. Our products are handled by some merchants who know very little about handling candy. This is one reason why we have a return goods bill of about three million dollars.

In many cases we are at the mercy of ignorant or unscrupulous merchants in the matter of both price and

quality. Here we need more knowledge of the market. We need to know the answers. But on top of that we need to do more to educate our outlets to follow the practices which are already known. Your association should continue to aid you, and should increase its aid to you, in this matter of *merchandising* our products.

Collateral to this consideration of merchandising are the questions which are before your Financial Practices Committee. Extension of credit, credit losses, support of the promising but financially weak distributor, which is always an exasperating "come-on" game in any industry—I pledge you that your association will use vigorous measures to see that you get increasing help from your headquarters office in all these matters.

We have a good committee, and I know that you can count on its laying down sound principles upon which we can aid you. How fast we move will depend somewhat upon how much resources we find we have to apply to this branch of our operations. Of course, that is true of all these policies we are considering.

On the other hand, part of the carrying out of a policy is just determination to make something happen. Your committee and your Board, I believe, have that determination, and it is going to be applied to this field of merchandising so that you will have increasingly sound information and policy guidance.

Foreign Trade

Foreign trade has to be watched in these times. It no longer just flows without direction or protection. Nearly a quarter of our raw materials come to the United States in ships from lands afar. We have a more vital interest than most of us realize in the number of boats sent to the bottom of the sea, the number being built and the number required for the war emergency.

I say this as no threat. The candy industry is not especially threatened. I merely point out that every industry must be watchful, that its trade association must be watchful, and that its trade association must cooperate with other industry agencies and with the government in looking ahead and protecting its members against adverse trends.

It may be possible and reasonable to take the position of diplomatic isolation in the world today, but I know that no industry can afford today not to keep its eye on foreign markets, and foreign sources of raw materials.

Increased National Income Should Increase Candy Sales

A great deal of our discussion so far has been about "protecting" the industry. These are troublesome times and much of the attention of an industry should be upon *defensive* measures. But, again, I want you to think about that \$90,000,000,000 of income which is set up for us to shoot at this year. Let's not get so nearsighted over our own troubles that we forget to do our part of the shooting.

If the candy industry gets its part of that huge wad of national income, then every enterprising manufacturer has a good chance to get his part. If we lose that income to other foods, to any other commodity—don't forget they are all competitors for the consumer's dollar; you aren't just competing with other candy manufacturers—than we all lose out. And there is always an industry job which can be done to *build markets*. An *idea* builds volume in some industry every year. Somebody put peanuts on the bar after liquor came back. Somebody thought of using the lowly tomato juice as a cocktail and the tomato market leaped up.

I am not now presenting any bright ideas to recommend for opening up new fields to the industry. Ideas mostly come, I figure, from what Winston Churchill has labeled "blood, sweat and tears," but such ideas there are, and there are ways of promoting them which we should never completely overlook.

Just don't forget that estimated NINETY BILLIONS. In the midst of your troubles, lift up your head now and then and take a look at the mountain peak of those dollars! Here I add a word of caution that is in all your minds—in going after this new business for 1941, don't lose your shirt because you underestimated your cost hazards.

Now, in conclusion, I believe you want from your association an honest, hard-working, aggressive business job of protecting and promoting your industry. To do that job is my ambition. And with your help, I intend to do it. But I must have your help. In return for that, I offer you honest, fair treatment and the best abilities I can muster.

A brief summarization of what I have been trying to say about our policies in the defense era, is:

Get facts as the basis for action. Take all necessary measures to know what we are doing.

Put facts to work. Carry on an educational and publicizing program which will protect your opportunity to do business, will increase your business, and your opportunity for profit.

There will be people who will look out at the rest of 1941, and say, "These times are too much for us." "The world has gone to the dogs. There's no use trying in a year like this." And their world will turn out just about as they planned. It will go to the dogs, and their fortunes with it.

There will be other people—there always are—who will just keep plugging ahead, who will take business risks as they seem to be necessary, who will plan as far ahead as they can see and a little further, and figure that if anyone is going to succeed and make a profit they are going to be that one. And they *will* be, and you and I *can* be, and *may* we be! That's a good thought to hold for the balance of 1941, and for the years after that.

RESOLUTIONS

adopted at the 58th Annual Convention
National Confectioners Association

1. That the N.C.A. recommend to the Secretary of Agriculture that, in allocating the amount of peanuts to be crushed of the forthcoming crop, due consideration be given to the needs and normal supply of the edible field, including the confectionery industry, which uses over \$26,000,000 worth of peanuts annually; and that, in connection with the program for the 1942 crop, the N.C.A., through appropriate committees, ascertain the anticipated demand of the industry and take such action as may seem appropriate to assure the confectionery industry of an adequate supply in terms of quantity and quality; and that the officers be instructed to take such action as may be deemed appropriate with respect to any other raw materials used by the confectionery industry.

2. That the N.C.A. express its appreciation of the opportunity of working with the Subsistence Research Laboratory in connection with the development of a candy for the U. S. Army ration; and that cooperative efforts be extended in order that the candy industry may render the greatest possible service to the armed forces at this time.

3. That inasmuch as candy is made of ingredients such as sugar, corn syrup, milk, butter, eggs, nut meats, chocolate, etc.—all foods—these foods, put in their most palatable form as candy, are still foods; and that therefore, directors of the N.C.A. to instruct the officers and other members of the executive staff to do everything possible to disseminate all materials which will

- a) Further inform the consumer of the value of candy as a food, towards the end of increasing daily interest in greater consumption of this food—candy, and
- b) Further enlighten all taxing bodies—national, state and local—of the true worth of candy as a food and thus, avoid burdensome taxes which, if placed, would throw our industry into a very difficult competitive position with other foods made of the same raw materials as used in the manufacture of candy, and
- c) Further acquaint government officials in such departments as OPM, Priorities Division, of the truth that candy is a food so that the candy industry will not be unnecessarily and unfairly deprived of materials, labor, equipment, etc., and
- d) Finally, inform those dealing with transportation matters in order that our important food industry may not have placed on it such handicaps as embargoes on the transportation of its products, such as our industry suffered in the last war and on various occasions following.

4. That all members of the industry in the manufacturing field, supply field, wholesale and retail fields be urged to join in one large, active growing campaign of cooperation through their active and loyal participation in constantly placing advertising material, in seeking publicity everywhere, in educational work along the above lines of thought, so that their own organizations, their customers, their suppliers, as well as all the consuming public will be aware of the truth about candy, that it is a food, and that all branches of the industry will, therefore, be working constantly toward the end that candy will be truly known as a food in every remote corner of the nation through its proper definition or slogan; "Candy Is Delicious Food—Enjoy Some Every Day."

5. That the industry promote sound business principles, such as

- a) Furnishing healthful candy at the lowest possible price to the ultimate consumer;
- b) Encouraging adequately financed and physically equipped efficient distributors;
- c) Securing a reasonable profit on each line and on each transaction;
- d) Observing fair competitive conditions among manufacturers and distributors.

6. That the following statements constitute an expression of the views of the industry:

"The practice of selling on consignment, of accepting small orders by collect telegram, of allowing unearned discounts, and other similar practices are again condemned as unsound uneconomic, discriminatory, wasteful and the cause of unfair and unprofitable business by the manufacturers and distributors. The welfare of the industry and each member thereof demands that each concern should condemn and personally oppose by word and deed all uneconomic practices."

7. That the N.C.A. hereby records its opposition to the proposed excise tax on candy, authorizes its officers, special tax committee and board of directors to take all appropriate steps to prevent the inclusion of the proposed tax in the new revenue bill and actively to work for its defeat in case it is included; at the same time offering the cooperation and facilities of the Association to the government in evolving any plan which recognizes the rightful position of candy as a food to be taxed only on a basis comparable with other foods.

Meadors at Greenville To Build New Plant

Contract for a new candy factory for Meadors Manufacturing Co., Greenville, S. C., manufacturers of peanut specialties and hard candies, was awarded recently. The building will be located at the outskirts of the city, and will be one-story. Dimensions are about 70 ft. by 423 ft. including boiler room and employee locker facilities. The construction will be general type with brick walls, steel sash, steel frame, wooden roof deck, tar and gravel roofing, concrete floor on grade. The new factory, with equipment, will represent an investment of about \$100,000.

Housekeeping in the candy plant

How You Do It:

"Build Cleanliness Habits"

By J. D. RECTOR*

*Peter Paul, Inc.
Oakland, California*

BEFORE speaking about how to go about obtaining a clean and orderly plant, I am going to give you a few reasons that are not too apparent why it is not only necessary from appearances standpoint, but why it is also good business, to have a clean plant and equipment. It is quite remarkable how much more efficiently a clean orderly plant can be operated than one that is disorderly and dirty. There is much less waste of materials and any waste of any consequence is very apparent to nearly everyone concerned and therefore can be eliminated. It is hard to measure the effect a clean plant has on the morale and efficiency of your employees, but I am sure you will all admit it has a very good effect on all of them. Not only does a clean orderly plant increase their efficiency but it also aids them in improving or maintaining the quality of your products. The knowledge that you have clean plants producing your products serves as a wonderful tonic for your salesmen and it is tonic of a kind that has a lasting effect. Don't for one minute think that money spent in obtaining a clean plant is money wasted. You are paying for a clean plant whether you have it or not.

Now as to the method you should go about using to get your plant clean and keep it clean for the minimum cost. First, I would suggest that you go away from your plant for several days. If, I were doing it,

I would go fishing, but the main thing is to get away from your plant for sufficient time to get "Old Man Routine" out of your system. Now when you come back to the plant, don't go into the factory during operating hours because you will get right back into the old routine. During off hours take a pencil and a note pad and make a complete survey of your plant noting any condition connected with the housekeeping in your plant requiring improving. Then when your plant is operating take your notes to each Foreman, in each department and find out why some things are being overlooked, also how much more labor would be involved in maintaining a standard of cleanliness that you desire. Be sure that you bend over backwards in setting your standards high. This procedure might be called "budgeting" cleanliness. After you set up your "budget" and have your plant clean in your own eyes, visit your foreman in each department again and find out how they feel about it. You might also talk to various other employees and see if they have any suggestions to offer. I would suggest that you refrain from worrying on the original cost of getting your plant in the shape you and your employees would like it to be. After your plant is in good shape it is of course necessary then to maintain it in good shape. To do this so it will more or less automatically take care of itself it is necessary to build up "habits" in those employees responsible in maintaining a clean plant and equipment.

To build up these habits it is vital

to make it easy for your employees to keep things clean. Give them good implements to work with! Give them the proper materials! Give them sufficient time to do the job! Listen to their suggestions for changes that might make their job easier! Cleaning and scrubbing is a very disagreeable job so the easier you make it the more you will get done. I have found that the use of non-corrosive metal around the candy plant will pay for itself in a short time, by cutting down the cost of keeping it clean. I know of cases where a sheet of stainless steel was substituted for a sheet of ordinary steel on a table top and it reduced the time necessary to clean the table at the end of each day to less than one third of what it was originally. You can set the standards, you can decide how much money you want to spend in cleaning, but only *your employees* can maintain the desired conditions in your plant, so work with them, they'll get just as much kick out of it as you will, if you really show them you are anxious to do everything that is reasonable to maintain good clean environment. In your cleanliness drive don't overlook washrooms. You will usually find that it is harder to maintain clean washrooms than most any other place in your plant.

Now, I am not here to sell any particular type of detergent nor am I the Fuller Brush man but, I would like to give you what, in my opinion, is a good rule to follow in the purchase of detergents and other supplies used by your janitors or other men employed in cleaning up. If, you have a comparatively small plant and do not use any great amount of any detergent I would suggest that you purchase known brands of detergents. Follow out the recommendation of the manufacturer, if one particular brand does not seem to work just as you wish it, try another brand. Use all of the free technical knowledge that is available to find the particular detergent that will do the particular job you want done with the least amount of effort.

If you use quite a large quantity

* Address at Forum Session, National Confectioners Association Convention, Palmer House, Chicago, June 3, 1941.

of trade mark detergents it usually runs into quite a bit of money. I would suggest in this case that you experiment with some of the common chemicals such as Soda-Ash, Tri-Sodium Phosphate and Meta-Silicate and see if one of these or a combination would not do the job at a fraction of the cost of one trade-marked detergent that you have been using. I do not believe that soap powders have much of a place in a candy plant. It is hard to thoroughly rinse all traces of soap from kettles, tanks, etc., and knowing how soap tastes when mixed with candy, I would suggest using readily soluble detergents and plenty of hot water. In most candy plants it is quite difficult to prevent scale building up in cooking kettles. There are several acids on the market that are especially suited for removing scale and tarnish from most any kind of kettle, however, make sure that you are using the right acid and that you are following directions, also be sure that after using the acid plenty of water is used in rinsing out the kettle. Regarding the cleaning of floors, I have found that wherever possible the best procedure is to flush the floors, using plenty of good hot water and then squeegee them down rather than try to mop up the excess water. It is, of course, necessary to have floors that are comparatively smooth before you are able to use the squeegee.

One important factor that is usually overlooked is the way stock is piled. Poorly piled stock makes the job of maintaining a good appearing plant very hard, so have your warehouse men do a good neat job of piling stock. I cannot stress this point too much, use whenever possible the workers that help create the dirt or mess to clean it up, this will do more towards cutting down the cleaning job than most anything else.

Also, make it a practice about once or twice a year during slack periods to really give your plant a good cleaning from top to bottom and use again your regular employees and it will impress them with the fact that you are intent on keeping your plant spic and span. Use paint liberally, not to cover up, but rather to show up the dirt. I don't know of any better time than now to spend some of your excess profits for cleaning up and painting.

In closing, I would like to emphasize a few important points that I have attempted to make. Cleanliness increases efficiency of both fac-

tory employees and your salesmen. Good housekeeping greatly improves the morale of your employees and assists you in maintaining and improving the quality of your products.

You should help your employees in getting the habit of keeping the factory and equipment clean. Get as clean a plant as you want and you will find that all the money you have spent to get your plant looking like you wanted will come back to you with interest.

Make the job of keeping your plant clean as easy as possible for your employees. A dollar spent for

equipment and materials to help your employees maintain your plant often saves several dollars in labor. After you have established a standard of cleanliness for your plant and are maintaining it to your satisfaction, then start to cut down wherever possible the cost involved. In the early stages of your program don't pinch pennies, if you do it will take a long time to build up proper feeling among your employees toward the subject of cleanliness.

Finally, remember dirt breeds bigger and better bugs, cleanliness breeds bigger and better business.

Why You Do It: "Grime Doesn't Pay"

By M. H. KRONENBERG, M.D.*

*Chief, Division of Industrial Hygiene
Illinois State Department of Public Health*

HOUSEKEEPING is not a new subject for industry, yet some people have a mistaken notion as to what plant housekeeping really represents. They think of it in terms of janitors and expense. But the facts are quite the contrary. In the main, a clean, sanitary and orderly plant is a step toward operating economy and cannot be obtained from janitor service alone, any more than a wife can keep a home clean and orderly unless the whole family helps. Therefore, the problem is one for creating employee-employer interest.

From the public health viewpoint, industrial housekeeping is more than just the maintenance of a clean work bench, unobstructed passageways or a supply of rubbish and scrap containers. It must also attach importance to such items as adequate and well-maintained drinking water facilities, washrooms, toilets, dressing rooms and clothes lockers; proper illumination and ventilation; sewage and waste disposal systems; reasonable first-aid facilities, medical and nursing services, rest rooms, lunch-room quarters, etc.

Basic industrial housekeeping requirements are the same as in the home. Where a great deal of difference between the plant and home facilities exist, the employee is almost certain to harbor resentment.

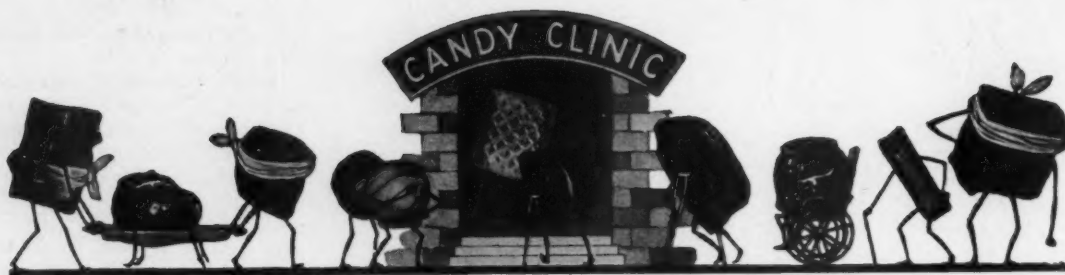
Municipal and State health agencies have always cooperated with industry in an advisory capacity to assist in bringing about these necessary products of good management.

Some of the advantages which have accrued to companies that maintain a well balanced housekeeping program are as follows:

1. Reduction of accidents in general
2. Reduction of uninsurable losses from injury-producing accidents
3. Reduction of uninsurable losses from non-injury-producing accidents
4. Reduction in labor turnover
5. Reduction in material spoilage and waste
6. Minimize labor unrest
7. Improves industrial relations
8. Furnishes basis for earning and maintaining favorable insurance costs
9. Creates favorable public opinion
10. Increases employee efficiency
11. Improves plant morale
12. Is good insurance against fires and explosions
13. Keeps occupational diseases at a minimum
14. Is a valuable asset in combating infection
15. Reduces lost time due to illnesses of non-occupational origin
16. Promotes personal hygiene of employee

Remember what Confucius say, "In Spring sun send sap to clean up nature, but man no sap who clean up industry."

* Address at Forum Session, National Confectioners Association Convention, Palmer House, Chicago, June 3, 1941.



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

Space limitations prevented complete publication of the Candy Clinic reports on Easter Goods in our May issue. The remaining items are reported in this issue. Next month we will discuss Gums and Jellies.

CODE 5G41

Peanut Cluster Patties—(2) 2½ ozs.—5c

(Purchased in a drug store,
Orangeburg, S. C.)

Appearance of Package: Good. Printed glassine bag.

Size: Good.

Coating: Light—good for a 5c seller.

Peanuts: Good.

Remarks: A good size 5c package, should be a good seller.

CODE 5H41

Peanut Brittle—10 ozs.—10c

(Purchased in a 5c & 10c store,
Orangeburg, S. C.)

Appearance of Package: Good.

Box: Chip board following, overall red wrapper printed in blue.

Appearance of Box on Opening: Good.

Color: Too light.

Texture: Tough.

Taste: Fair.

Remarks: Suggest more soda be used as brittle was very hard.

CODE 5I41

Chocolate Ball—2½ ozs.—5c

(Purchased in a drug store,
Indianapolis.)

Appearance of Piece: Good. Glassine wrapper printed in colors.

Size: Good.

Piece is a cream center shaped like a ball dipped in thick light coating containing nuts.

Coating: Good for a 5c seller.

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: We suggest that the tempering of this coating be checked up as it did not look very good.

CODE 5K41

Fruit Basket—3½ ozs.—10c

(Purchased in New York City)

Appearance of Package: Good. Chip basket containing turned marshmallow fruits, one jelly strawberry and two cherries. Amber cellulose wrapper.

Colors: Good.

Moulding: Very good.

Flavors: Fair.

Jelly Piece:

Texture: Good.

Flavor: Fair.

Remarks: A good looking 10c novelty. Suggest less flavor be used in the marshmallow pieces as they were too strong. After eating one piece, I doubt, if anybody would eat the second piece.

CODE 5N41

Assorted Pecan Candies—8 oz. 50c

(Purchased in a railroad depot,
Cleveland, Ohio.)

Appearance of Package: Good.

Box: One layer, extension type brown printed in dark brown, cellulose wrapper.

Appearance of Box on Opening: Good.

Contents:

Pecans dipped in vanilla and chocolate caramel: Good.

Hard Sugared Pecans: Good.

Vanilla Pecan Caramel: Good.

Pecan Taffy: Good.

Remarks: Candies are well made and of very good quality. The best box of pecan candies the Clinic has examined in a long time. At this price, the box should be a good seller. Neat and attractive box.

CODE 5O41

Sweet Chocolate Cupie—2 ozs. 15c

(Purchased in a railroad station,
Cleveland, Ohio.)

Appearance of Piece: Good.

Size: Good.

A Chocolate moulded piece wrapped in foil, printed face, blue grass ribbon around neck, also a printed slip around neck.

Chocolate: Dark.

Color: Good.

Taste: Good.

Moulding: Good.

Remarks: A good looking novelty, but a trifle high priced at 15c.

CODE 5T41

Sugar Cuts—4 ozs.—3 Pence

(Sent in for Analysis No. 4393)

Appearance of Package: Good. Plain cellulose bag.

Piece is similar to a top-off Mint ("turned sugar.")

Colors: Good.



STRAWBERRY No. 9392

for your
Hard Candy - Cream Work

You will want to investigate this J.B.L. Strawberry No. 9392. It is so truly blended that you will have difficulty telling it from the real thing.

Write for Working Sample

James B. Long & Co., Inc.
CHICAGO NEW YORK
818 N. Franklin St. 415 Greenwich St.

Texture: Good.

Flavors: Good—see Remarks.

Remarks: Suggest less acid be used as acid overcame the flavors. Peppermint is the popular flavor in this type of candy.

CODE 5V41

Assorted Chocolate Fruits & Nuts 1 lb.—\$1.00

(Sent in for Analysis No. 4396)

Appearance of Package: Good.

Box: Two layer extension type. Top gold and pink, name embossed in blue and gold, cellulose wrapper.

Appearance of Box on Opening: Good.

Coatings: Dark and light.

Colors: Good.

Gloss: Dark: partly bloomed.

Light: Good.

Strings: Good—See Remarks.

Taste: Fair—See Remarks.

Number of Pieces: Dark coated 37, Light 20, ½ dipped Jordan Almond 3 pieces.

Centers:

Cordial Cherries: Good.

Nut Taffy Chip: Good.

Maple Nut Cream: Good.

Black Walnut Caramel: Good.

Vanilla Nut Cream: Good.

Nougat: Good.

Almond Nougat: Good.

Light Coated Centers:

Brazils: Good.

Almonds: Good.

Almond Clusters: Good.

Pecan Clusters: Good.

Cashew Clusters: Good.

Jordan Almonds: Good.

Assortment: Fair.

Remarks: Box is good looking, well packed and neatly arranged.

Coating is not quite up to the dollar standard. Suggest coating be

checked as it was partly bloomed; may be caused by long storage or improper storage.

Centers are of good quality and well made.

Suggest the assortment be larger as the consumer looks for a large variety of centers in dollar chocolates. Suggest some hard and chewy nut centers be added to the assortment.

CODE 5U41

Assorted Chocolates—1 lb. No price stated.

(Sent in for Analysis No. 4397)

Appearance of Package: Good.

Box: Two layer, Buff embossed paper, name printed in orange and brown, dark purple paper wrapper printed in silver, tied with a gray printed grass ribbon.

Appearance of Box on Opening: Good.

Coating: Dark.

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Number of Pieces: 2 foiled, 8 rolled in colored coconut, 2 pecan topped, 79.

Centers:

Cashews: Good.

Orange Peel: Good.

Mint Cream: Too much color used.

Brazils: Good.

Raspberry Cream: Good.

Orange Peel Cluster: Good.

Maple Cream: Good.

Lemon Cream: Rancid.

Pineapple and Cream: Good.

Chocolate Paste: Good.

Glace Cherries: Good.

Mint Marshmallow: Too much color used.

Fruit Nougat: Good.

Strawberry Jelly: Good.

Nut Chocolate Wafer: Good.

Plain Chocolate Wafer: Good.

Almond Paste: Good.

Almonds: Good.

Cordial Raspberry Pineapple: Good.

Jelly: Could not identify flavor.

Nut Glace: Good.

Pecans: Good.

Cordial Cherry: Good.

Vanilla Caramel: Good.

Licorice Paste: Good.

Vanilla Coconut Paste: Good.

Fruit Coconut Paste: Good.

Nut Nougat: Good.

Pecan Top Marshmallow: Good.

Assortment: Good.

Remarks: Candy is of good quality and is well made. Neatly packed.

The only suggestion we can make is to check the lemon flavor as it had turned rancid.

There are a number of boxes on the market of this type that retail at 69c the pound.

CODE 5X41

Chocolate Marshmallow Rabbit 2 ozs.—5c

(Purchased in a department store, Chicago, Ill.)

Appearance of Piece: Good. Cellulose bag printed in colors.

Size: Good.

Coating: Fair.

Center:

Color: Fair.

Texture: Tough.

Taste: Fair.

Remarks: Center is entirely too tough, more like a chew than a marshmallow.

Concentrated IMITATION VANILLA for greater soft-candy sales

NOW, in addition to Lueders' regularly used imitation vanillas... **CONCENTRATED IMITATION VANILLA 27 A** for warm weather, soft-candy sales.

The flavor is unique... and popular; distinctive... and saleable. Why? **CONCENTRATED IMITATION VANILLA 27 A** contains plant extractives which give it especial appeal.

For years, candy manufacturers have realized the sales value of this vanilla. For years they have been successfully using it in nut-rolls, fudges, cocoanut and other summer candies.

Put the flavor to profitable work... write for complete information. Or better still... order **CONCENTRATED IMITATION VANILLA 27 A** for your next batch.

CONCENTRATED IMITATION VANILLA 27 A runs uniformly strong. In the preparation of fudge, 1 oz. is used to a 100 lb. batch. **LUEDERS'** other imitation vanillas are available to fill your requirements.

AMONG OUR MANY OTHER FACTORY PRODUCTS

Oil of Peppermint Redistilled
Oil of Clove
True Fruit and Imitation Fruit
Essences
Essence of Imitation Cocoanut S

Established 1885

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& Company**
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New York

CHICAGO 510 N. Dearborn Street
SAN FRANCISCO 56 Main Street
MONTREAL, CANADA, 361 Park Royale

The Exposition - -

18th Annual Confectionery Industries Exposition called real "buyers' event" by candy men and supply firms.

Faced with a possible shortage of machinery and already feeling the pinch of higher prices in certain raw materials, candy manufacturers flocked to the 18th Annual Confectionery Exposition at Chicago as they haven't in many years—in large numbers and ready to buy. Attendance at the convention of the National Confectioners Association was larger than in past years, owing to the nature of the speaking program which had been arranged with the idea of giving manufacturing confectioners a picture of the problems they are facing under the nation's war effort. Having satisfied themselves at the convention sessions that the future of production is uncertain, these same manufacturers took their immediate problems to the supply firms exhibiting at the Exposition with the result that the "show" became a "buying show" the like of which hasn't been experienced by exhibitors for years. Almost without exception, supply firms interviewed for this article indicated extreme satisfaction with the results, in good prospects and in actual orders, obtained from their exhibits. From a standpoint of extra effort and expense put into the exhibit booths, also, the 18th Confectionery Exposition marked a high point in candy exposition history.

The trophy for the most representative booth—based both on display and on its attendant personnel—was won by E. I. Du Pont de Nemours and Co., Wilmington, Del., occupying the large corner booth No. 9, so situated as to command the attention of all who passed, and so well manned as to merit, in the opinion of the judges, the award in the face of stiff competition from a large number of well-decorated and well-attended other exhibits.

No attempt will be made in this report to follow an alphabetical order or a running description of the booths in the order of their placement in the exposition hall. But for purposes of coordination, the booths will be discussed in three large general groups—those of the raw materials and flavor houses, those of the machinery firms, and finally, those of the packaging materials suppliers.

Raw Materials

The booth of the American Maize-Products Co., New York, contained an active display, consisting of smiling little white-coated men moving across the entire back-drop, carrying sacks and barrels of corn products from the Amaizo plant to the candy factory. A large representation of the company's sales and technical service staff was in attendance, headed by A. P. Hellwig, C. G. Linker, R. C. Drury, and others.

Recognizing that candy manufacturers are interested not only in sugar, but also in the way it is shipped and stored, the combined American Sugar Refining Co., and Franklin Sugar Refining Co. booth showed the various bags and packages in which their sugar can be obtained. The booth also featured a floral display made of sugar. In attendance were Messrs. Mooney,

Murphy, Toohy and Byrum for American Sugar, and Walter Beard and Lewis Bridges for Franklin Sugar. Dr. Stroud Jordan divided his time between the convention sessions and his company's exhibit.

Anheuser-Busch, Inc., St. Louis, Mo., had in attendance at its booth most of its sales and service staff, including Messrs. Ziegler, Crist, Grupe, Flahiff, Hines, Anderson, Jaeger, Best, Giesel, Clark, Till and Moeslin. The exhibit featured the company's line of corn products for candy.

About the second day of the convention, most of the booth attendants and many of the visitors were seen to be wearing little patriotic coat lapel decorations. These were handed out at the Armour & Co., booth, featuring the company's powdered fresh egg whites. The personnel headed by C. D. Wilbur, head of the egg white sales division, included: G. U. Vanneman; J. R. Taylor; G. W. Eddington, L. W. Hony, F. G. Wheeler, J. A. Morley and several others.

The booth of California Fruit Growers Exchange, Products Division, featured the same general appearance and decorative motif as last year in New York. The company used a wide booth with a heavy drape backdrop in dark material. Barrels of powdered pectin and a table holding samples of candies made with their product were the only items featured. M. L. Chapman from the home office at Ontario, Cal., headed the delegation of representatives, including: T. F. Baker, E. L. Rhoads, C. K. Lyle, H. T. Clark, H. W. Hall, and H. S. Bailey.

Some of the most delicious candy "samples" to be picked up anywhere at the Exposition were those featured in the Blanke-Baer Extract and Preserving Co. booth. The booth featured dipping fruits as a whole, besides colors, flavors and extracts. Those who failed to taste one of the cordial grapes from this array of samples really missed something good. Dr. Samuel H. Baer, of the home office at St. Louis, headed the delegation representing the company which included: A. H. Knese, Harry Bendfelt, Elmer Mars, Oscar Valentine and Ed. Lucast.

Brazil Nut Advertising Association had booth No. 1, just inside the door as you came into the Exposition. T. R. Schoonmaker who has charge of the domestic sales of Brazil Nuts arranged a most attractive and attention-getting display, designed to convey to the casual visitor or the interested candy manufacturers a complete picture of the growing and processing of Brazils. In the booth background was a full-color panorama of a scene in Brazil where the nuts are cultivated. By means of trick lighting, other scenes were projected upon this background and faded away after a short time. Blocks, cakes and pieces of candy using Brazils were appetizingly displayed.

W. A. Cleary Corporation and C. M. Pitt & Sons Co., the former a lecithin source and the latter a dipping fruit source, shared one large booth, so that representatives of the Thurber Brokerage Co., of Chicago, middle west distributors of both products, could easily service both exhibits. G. M. Compeau, chemist from the Cleary Company's home office in New Jersey, Hobart J. Thurber, Paul Semrad, and others, were in attendance at both exhibits. Cleary's exhibit was a moving colored light on a white background against which tall glass containers of deep red lecithin were displayed. Pitt's exhibit consisted of a huge bunch of red cherries in the center panel. Below this in rows, and set up against rays of indirect light, were bottles of the company's various dipping fruits. Red carnations were distributed to visitors to this combination booth.





Seven-foot Corn In June!

Seven-foot corn in June—believe it or not!—was the main attraction at the Clinton Company's booth. Not only was this corn completely tasseled out, but at least one stalk had a well-formed, if small, cob in which the kernels were forming. With tall corn—from Iowa, the corn state—flanking either side of this exhibit, the background enlarged showed pictures of the plant at Clinton. From T. R. Miller we learned that this corn had been planted as long ago as January with the express purpose of using it in the Exhibit. Talk about planning ahead! The Clinton Company's booth staff included: George E. Corson, H. A. Bendixen, R. E. Clizbe, A. C. Junge, and Naomi R. Jensen.

The tasteful plum colored and blue exhibit of Corn Products Sales Co. featured a large rotating cylinder, illuminated from within. Painted in realistic colors on this "light column" were pictures of many of the food products in which the company's products are used, and below these illustrations were explanations. A large and active group of Corn Products men, headed by J. D. Buhrer, president, was in attendance.

Vanillas, resins, flavor bases, food colors and essential oils featured the exhibit of the Food Materials Corp., of Chicago. Headed by E. J. Rooney, the booth personnel included E. E. Feight, P. T. Storr, and E. N. Heinz, Jr.

General Food Sales Corp., New York, had a double booth in half of which they featured Walter Baker Chocolate products and in the other Franklin Baker Coconut. The famous Walter Baker "La Belle Chocolatiere" was featured in a life-like statue on a turning pedestal. In a center pillar was a slide film "educational movie" showing in color how cocoa beans are raised and processed. The Franklin Baker exhibit featured the well-known coconut products known all over the candy industry. Harry P. Haldt and W. A. Preble were in charge of this combination booth.

Color was the keynote of the H. Kohnstamm & Co., Inc. exhibit. Splashes of colored light cascaded down frosted glass cylinders in the center of the booth. A mirror background, set in a white frame, accentuated this still more, giving the appearance of a fountain of color. Samples of the company's products and candies using these products were placed in a staggered display in front of this brilliant backdrop. Booth personnel included: Louis J. Woolf, Hugo Pulver, David Jorysch, Justin Pulver, Robert Pulver, A. C. Hassell, E. A. Pfeiffer and W. H. Nelson.

James B. Long and Company omitted their good-looking blonde this year. However, in the opinion of many, the effectiveness of their booth did not suffer from this omission. Candy pieces incorporating the company's special flavors for hard candy, cream work and other goods were on display, and from the way these samples disappeared, visitors found this candy unusually delicious. Jim Long, Larry Jorgenson, C. F. Meibes and R. E. Dempsey were in attendance.

Merck & Company's exhibit was devoted to helpful educational material on Vitamins and citric acid, with the Vitamins getting the bigger "play." This was a busy display, with Merck men constantly busy discussing the inclusion of vitamins in candy with interested manufacturers. In a white background interesting pictures were displayed in panels. On either side of the center panel ran two illuminated ticker tapes, one carrying an explanatory message on citric acid, the other on Vitamin B₁. Representing the company were Art F. Frantz, C. P. Messersmith, and W. A. Rothermel.

Striking feature of the National Starch Products Company booth was the display of many well-known confections in which National's thin boiling starch had been used. The natural walnut panels of the exhibit were of modernistic design, with circular insets for shelves. Backgrounds of these insets were aquamarine, which set off the gums, jellies, etc. to best advantage. C. A. Gage, vice president, and H. J. Heim, western sales manager, and a full complement of sales personnel were on hand to answer questions.

National Sugars of New Jersey showed three great silver bowls piled high with different grades of powdered sugar. Background panels in the display showed the full line of hard, soft and liquid sugars and invert sugar. Attending were: C. B. Castle, L. T. Derryberry, P. G. Moller, H. Schuh, and O. A. Spiegelhalter.

The red and cream booth of the Nulomoline Company was devoted to displays of candies in which Nulomoline had been used. Also, Convertit, and Grandma's Old Fashioned Molasses, with educational material and formula information. The attending personnel was headed by James A. King, whose article on "Molasses" appeared in our May issue.

Warm Greeting for All Visitors

Penick and Ford's exhibit left a strong impression by the very warmth with which every visitor was greeted by the P. & F. attending personnel headed by D. P. O'Connor. The exhibit showed the full line of confections in which the corn products produced by this firm are used.

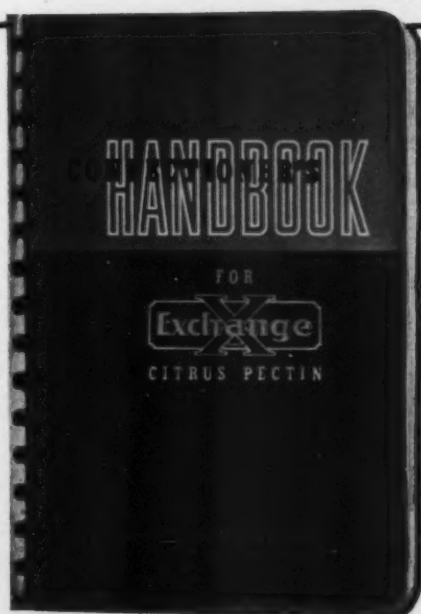
Chas. Pfizer Company's booth featured a white background with shelves on which were displayed tall, graceful "Congress bottles" filled with their citric acid, tartaric acid, Glucono Delta Lactone, cream of tartar and sodium citrate—all produced for use in food and candy by this firm. Changing colored lights behind these bottles gave a striking effect. Messrs. Rising, Grimm, Albright, Christensen, Hill, and Tom Thompson were in attendance.

The Ross & Rowe booth was, as usual, a meeting place for many of the industry's technical men. Located strategically close to the door of the convention hall, the R & R booth stopped 'em coming and going. The exhibit was educational, dealing with the various Ross & Rowe special ingredients for candy. The staff, headed by J. E. Rowe, included W. F. Schlesinger, Jim Booker, J. E. Lynch, O. M. Stout and H. R. Smith.

Staley's exhibit was built entirely around the company's featured product, Sweetose, although the company's other corn products were not entirely forgotten. A large staff representing the company's far flung sales and service organization, headed by I. F. Wieland, manned the booth.

As a direct appeal for visitor participation, Stein Hall Mfg. Co., Chicago, arranged a prize contest in connection with its booth. In exchange for writing their names on slips of paper, visitors were given a chance to win a combination radio-phonograph. The exhibit itself featured this company's boiling starch, moulding starch, tapioca flour, rice flour, coconut, egg albumen, stabilizers, adhesives and other products. At the drawing on the final day of the Exposition, Miss Jean Chrzanowski, employee of the Williamson Candy Co., Chicago, won the prize. In charge of this exhibit were B. W. Thayer, Roger Dunn, George Dantell, and Peter Rose of the confectionery sales division.

Swift and Company's exhibit featured the company's dried



You can recognize the quality difference every time in jelly candies made with Exchange Citrus Pectin—and so can your customers. It makes a world of difference in brilliant appearance, smoothness of texture and fine flavor — whether made cast or slab. That's why Exchange Citrus Pectin is preferred and everywhere recognized as the "Standard." And you are sure of a constant supply, because California oranges and lemons are harvested every week in the year.

Send today for your free copy of the Confectioner's Handbook, giving all latest Exchange Citrus Pectin formulas. Write now to Division 206.

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Hit of the Exposition

Currie

AUTOMATIC STACKER FOR METAL AND WOOD STARCH TRAYS

THANKS a million, candy men! Never has a new machine for the candy factory received such enthusiastic and unqualified acclaim as that you accorded the CURRIE Automatic Starch Tray Stacker. We appreciate your interest.

This Automatic Stacker has already demonstrated its capacity for efficient and trouble-free operation in some of the best plants in the country. It can do a job for you, too, especially in view of its labor-saving features.

MANUFACTURERS
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STEEL
STARCH TRAYS

Let us work with you on your problem of stacking and conveying. Ask for our booklet describing the Stacker, then forward your specifications at once. This equipment can be installed in your line in a few hours after it is delivered.

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CHICAGO 1837 W. Grand Ave. ILLINOIS



egg white solids for use in confectionery. Claude Price, formerly with Queen Anne Candy Co. in the capacity of superintendent, headed the booth staff, assisted by Messrs. O'Malley, Homan and Lofgren. A portable radio donated as a prize by Swif.'s, was won by Paul B. Shaefer, Sr., superintendent at Brallas and Gheens, Louisville, Ky.

Union Starch and Refining Company's exhibit featured charts showing various formulas and the results of technical work done by the company's experimental department on candy with regard to the uses of corn syrup. The booth was decorated in a bright, but dignified color scheme and offered visitors an opportunity to come in and rest a while. Harry W. Kinney, vice president, was in charge of the exhibit and was aided by: W. R. Fetzer, D. Foster, P. R. King, H. Lebeson, E. B. Pulse, P. H. Stambaugh and F. A. Witt.

Warfield Chocolate Division's booth, in charge of J. D. Warfield, Jr., assisted by P. M. Hershey, C. D. Elliott, F. E. Nelson, R. C. Hubbard and W. R. Groebe, featured this company's line of coating, bulk cocoa powders, chocolate specialties, and summer coatings. Arrangements were made for visitors to inspect the company's plant in Chicago.

Machinery and Equipment

Burrell Belting Co., Chicago, exhibited their complete line of glazed cooling tunnel belting and plaques; endless (treated and untreated) belts; batch roller belts; caramel cutter belts and boards; fan and drum woven endless belts; cocoa press pads, splicing cement; and splicing tape. The favors given to visitors at this booth—little razor-blade clasp knives—were among the most attractive items used for this purpose by any exhibitor. Headed by Earl F. Mayer, the Burrell booth personnel included the entire staff of direct salesmen and representatives.

Fred S. Carver, with perhaps the largest candy factory equipment to display—giant cocoa presses—showed his machinery in a tiny model, six inches high, flanked by glass containers filled with pressed cocoa and cocoa butter. This display was set in a restful background of blue velvet drapery, deep chairs, and a

spot-lighted oil painting of the Maine coast captioned: "Gone Fishing—Lest You Forget—May Be Back." Mr. Carver himself attended the booth.

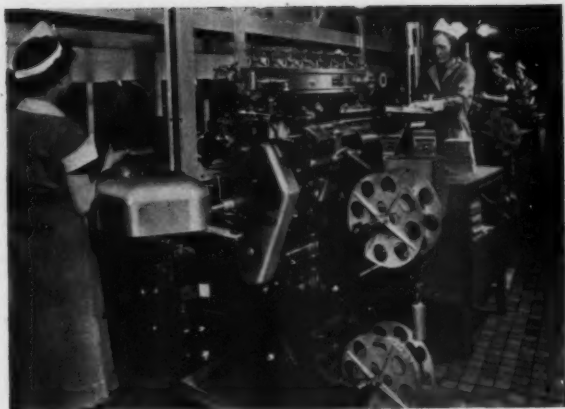
One of the newest pieces of machinery exhibited at the Exposition was the Latini Decorator which featured the Chocolate Spraying Company's booth. The interest of the industry in this piece of equipment was indicated by the almost constant crowd who watched it operate and who examined the samples of goods supplied by various candy manufacturers who are using this equipment to "string" their chocolate goods. Both Leo Latini and his son, Edmond, were kept busy explaining the machine and answering questions about it.

Probably the newest candy factory equipment at the show, from the standpoint of development, was the Automatic Starch Tray Stacker featured in the Currie Manufacturing Company's exhibit. This machine, which will stack either metal or wood starch trays, or both together, was the center of attraction during every period of the day and demonstrations of its almost human characteristics were eagerly sought by the visitors. H. A. Currie, Don Currie, D. W. Currie, H. W. Currie and E. V. Currie undertook to demonstrate the machine and answer all questions relative to it.

J. Ross Murray of Economy Equipment Co., Chicago, displayed a model of his company's dry air conditioning unit with condenser unit, assisted by John Sheffman and George T. Weick.

Harry Friend brought three of his hand roll machines to Chicago. They were exhibited against a sea blue background, with other ship equipment used in the booth itself to give a nautical atmosphere. Mr. Friend gave away samples of high quality candies the centers of which had been rolled on his New Englander model. Illustrations on the walls showed the varieties of centers which can be made on a Friend machine.

J. W. Greer Company designed their booth for the maximum comfort of foot-weary candy men, who could rest in the luxury of deep chairs while they discussed machinery problems with the attending representatives. Good display was given the various-width wire belts, on the velvet backdrop curtains. The new Greer steel belt cooling tunnel was announced through a circular.



Battery of "Wrap-o-matic" bar wrapping machines in operation at plant of L. S. Heath & Son, Robinson, Ill.

In attendance were Fred Greer, Burr Gillette, and Ed. M. Johnson.

V. O. Hermann, known to most candy men through his association with Baker-Perkins, took a booth at the Exposition in behalf of his own machinery brokerage business, in New York. No machinery was displayed, but circulars explained the company's equipment and its engineering services.

High production fine roll refiners for chocolate were shown in the J. M. Lehmann booth. E. E. Muesser, assisted by George Jack, chief engineer, and E. Doberenz, Chicago representative, were on hand to explain the illuminated wall panels on which this large piece of equipment was shown in pictures. Enlargements of microphotographs of chocolate after each passage through the refiner, were also shown.

Wrapping machines, automatic bag making machines, bag sealing machines, and automatic weighing and filling machines were featured by the Miller Wrapping and Sealing Machine Co. at their exhibit.

The Modern Clipper, a very efficient machine for making bags from rolls of cellophane, was displayed in the booth of Modern Containers, Inc., Los Angeles, Cal. Mr. Mohan, in charge of the sales promotion of this machine, indicated that this machine elicited more genuine interest at the Confectionery Exposition than at the earlier Packaging Exposition where it was also displayed.

A great deal of interest centered about the display of the Modern Equipment Co., Defiance, Ohio, where the company's machine for wrapping irregular shaped bars was being operated by girls from the Williamson Candy Co. plant. Dummy bars, similar in appearance to "Oh Henry" bars, were put through the machine, which was kept very busy throughout most of the four days it was on display. M. H. Pendergast and H. D. Marshall were in charge.

Big machines in a large corner booth, attracted and fascinated the many visitors who stopped to study National Equipment Company's new harmonic motion A.C. depositor (only a part of the complete mogul), the cherry dropper machine, and the new high speed precision nougat cutter. All three machines were shown for the first time at this exhibit, in charge of Frank Moulton and George Perkins.

Brand New Machine For Bar Wrapping

"The machine is the thing" might have been the motto of the Package Machinery Company's display which drew crowds to see swift new wrapping machines in actual operation. Against an attractive background of blue drapery, with cream panels showing the variety of wraps possible with the company's various models, stood two of the most modern and most versatile wrapping machines ever developed, the FA-2-Q box wrapper, and the D. F. bar wrapper, shown for the first time at this Exposition.

COMPANIES ATTENTION !!!

Special Bulletin No. 1941 - - -

**BURRELL Glazed Belts and
Endless Feed and Cooling Table
Belts have been put in**

Class 1-A

by the Special Board of

PRODUCTION MANAGERS

and have been **DRAFTED** into
Regular Service by the Confectionery Manufacturers for the
Duration of the Industry.

Signed: *Burr L. Belts*

Aide-de-Candy

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AT EASE!!

BURRELL Belts have an enviable Service Record and can be depended on in an Emergency. As an All-Out Aid to the Confectionery Industry that will set you at ease about all your belt problems, we give you

BURRELL PRODUCTS

★ ★ ★

"BUY PERFORMANCE"

BURRELL BELTING CO.

—Co-Ordinators—

CHICAGO

ILLINOIS



Smooth • Rich • Flavorful

HOOTON'S CHOCOLATE COATING

HOOTON CHOCOLATE COMPANY

EST. 1897

NEWARK, N. J.

CONFECTIONERY BROKERS

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KALAMAZOO, MICH.

Territory: Michigan

H. L. BLACKWELL COMPANY

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COFFEE FLAVORING
that NEVER STALES

Use BARRINGTON HALL Instantly Soluble COFFEE for flavoring. It's 100% pure coffee. And the crude oils which become rancid and stale coffee, and the products they enter, have been removed. Write for full particulars.

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NEW YORK CHICAGO MINNEAPOLIS
132 FRONT STREET 2326 S. MICHIGAN AVE. 212 N. SECOND ST.

BARRINGTON HALL
QUALITY Coffee
100% pure

Features of these machines were explained to visitors by the large Package Machinery Company staff on hand, including Roger L. Putnam, G. A. Mohlman, M. N. Allen, and others.

Savage Bros., as usual, made their booth the headquarters for all candy men who had come to the convention with machinery or equipment problems of one sort or another. The entire sales and service staff was on hand, including R. J. Savage, Sr., R. E. Savage, W. P. Halpin, O. E. Segrin, R. J. Savage, Jr., M. J. Linden, R. W. Emerson, and Wm. M. Owsley. Automobiles were provided for candy men who desired to see the plant, or examine used equipment at the company's warehouse. Machinery displayed included: Tilting mixer with stainless steel steam jacketed kettle, and chocolate polishing machine.

Union Standard Equipment Co., New York, showed in its large booth 50 photographs of major candy equipment which was available for "immediate delivery." Also on exhibit was a Hildreth pulling machine and the high speed candy cup separator. To provide amusement for visitors, Herman Greenberg and his active staff had provided a recording phonograph where visitors might make recordings of their voice in song or speech.

Production men were drawn to the Vacuum Candy Machinery Company's booth by the sight of a huge gleaming copper kettle, part of the Simplex vacuum cooker equipment built by this company. Claude Covert explained the possibilities of this equipment, and used the many large-size illustrations with which the booth walls were decorated, to emphasize the flexibility and other production advantages of his equipment. The model shown was 350 lb. capacity, the very latest type developed. Others assisting in the booth were R. S. Hislop, Chas. Austin, R. W. Bird, H. L. Brandenburg, J. C. Smaltz, C. B. Turner and Ernest J. Weig.

Perhaps nothing could have been more appropriate than the large American flag hung in the booth of John Werner & Sons, Inc., Rochester, N. Y., for this company is running almost to capacity on Government orders. Charles Werner was present to meet the many users of Werner candy machinery and especially, to explain the new Werner boardless casting machine.

Packaging Materials

Exhibiting "Candies You Can't Eat," Basson's of Maspeth, L. I., New York, manufacturers of artificial candy for display purposes, won honorable mention in the contest for most representative booth. The booth, besides featuring dummies of many well-known package goods lines, had a large animated "laughing man" whose realistic nod and broad grin gave the right touch for the sign: "I'm tickled with my Basson's Dummy Candies." Maurice Basson was kept busy explaining that these candies on display were not real, but only very good reproductions.

In the Ben Mont Papers Booth, genial Ted Lax had arranged for a display which featured every one of the long list of wrapping papers made for candy by his company. Color ran riot throughout the numerous papers attached to the front of the display, and two huge cornucopias at each side of the main panel of the backdrop contained brilliantly colored shredded wax paper. D. C. Hurlbut, in charge of sales at the home office, was

(Turn to page 43, please)

SUPPLY TRADE NEWS

Eddington With Clinton Company



T. A. Eddington

T. A. Eddington, formerly with the sales and service division of Industrial Sugars Corp., Chicago, has joined the service department of the Clinton Company, Clinton, Iowa, replacing Bert Thor, who has become associated with National Candy Company. Mr. Eddington is the son of George A. Eddington, superintendent of the Heineman Bakery Company's confectionery division, Chicago, and author of manufacturer-retailer articles appearing in *THE MANUFACTURING CONFECTIONER*. Ted brings to his new position a wealth of experience in the confectionery business, both by virtue of his connection with one of the best-known "candy families" in the U. S. and through his own association with various supply firms serving the industry. He was at one time on the sales and service staff of Wilbur-Suchard Company, working out of the company's Chicago office.

Mrs. Stokes Married During Convention

Mrs. Jessie Stokes, active head of the White-Stokes Company, Chicago, was married to Mr. Urban Klin, secretary of the Rike Paper Products Co., Dayton, Ohio, on June 4. The ceremony took place in Chicago during the week of the N.C.A. Convention.

Katz of Florasynth Lectures on Flavors

At the recent sessions of the Pasteur Scientific Society of the Arizona State Teachers College, Tempe, Arizona, Dr. Alexander Katz of Florasynth Laboratories, Inc., gave a series of lectures on the sources, production and fields of research in the fields of flavors and essential oils.

American Maize Head Appointed Dean

Donald K. David, president of the American Maize-Products Co., New York, has been appointed associate dean of the Harvard School of Business Administration, effective Feb. 1, 1942, and will also become the William Ziegler professor of business administration on the same date, the University announced recently. After receiving his AB from University of Idaho in 1916, and an MBA from Harvard in 1919, Mr. David was appointed to the faculty of the Business School, where he served as instructor for two years, and as assistant dean and associate professor of marketing for five years. He then became executive vice president of the Royal Baking Powder Co., from 1927 to 1929, and president in 1929-30. He has been president of the American Maize-Products Company since 1932.

for June, 1941

NO
CHOP

NO
MOP

NO
FLOP



FUNSTEN PECANS

NO
CHOP

17 select graded sizes. A grade and size for every confection requirement.

NO
MOP

Curing methods developed by us keep moisture content low. Sweeter, fresher pecans.

NO
FLOP

Special processing keeps Funsten Pecans fresh. Crisp, flavorful, good color.

For good taste and good business, use FUNSTEN PECANS. These fine, sweet nuts are a compliment to good candy making. So economical, too, because of low moisture content. Fewer pieces, shrivels and siftings reduce sorting and inspection costs. Order from your jobber or write us for name of nearest representative.

50 years experience concentrating on exclusive production of finer pecans. The large, modern Funsten plant represents the last word in efficiency and sanitation.



R.E. Funsten Co.

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ST. LOUIS, MO.

CITRIC ACID TARTARIC ACID CREAM OF TARTAR SODIUM CITRATE



Manufacturing Chemists

CHAS. PFIZER & CO., INC.

81 MAIDEN LANE, NEW YORK, N. Y.

644 W. GRAND AVE., CHICAGO, ILL.

EASIER, FASTER WAY TO CLEAN WIRE MESH CONVEYOR BELTS!

YOU know how difficult it is to clean wire mesh conveyor belts. But do you know that there is now an amazingly easy, fast, inexpensive way to do this work? It is steam cleaning with the Oakite Steam Gun. You get the triple combination of heat, mechanical force and effective detergent action that quickly, completely removes sticky deposits of sugar, chocolate, nuts and other ingredients. Write for **FREE** booklet.

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OAKITE *Certified* **CLEANING**
MATERIALS, METHODS, SERVICES

Five
**FLAVORING
MATERIALS**

HIGH-SCORE
BUTTER-SCOTCH FLAVOR

French & Tarr
VANILLA FLAVOR
AS IN BEST

**CARAMEL-NUT-BUTTER
FLAVOR**

Rim-Butterscotch
Flavor

Ferbo
BUTTER-CREAM

Ferbo
PRODUCE THE EXACT
TASTE AND AROMA OF
32 Score Butter

Ferbo Co
MADE IN U.S.A.

Tribble Made Vice President of M. M. & R.

Simultaneously with the removal of the Magnus, Mabey and Reynard, Inc. offices in Chicago to new and larger quarters at 221 N. LaSalle St., P. C. Magnus, president of the company, announced the election of Talmadge B. Tribble as vice president. Mr. Tribble continues as general manager of the Mid-western sales territory in Chicago. His promotion comes after a three-year association with the company, which he joined after many years in an important executive position with a prominent pharmaceutical house. Under Mr. Tribble's direction, the company's facilities in Chicago and the surrounding territory have been expanded for the third successive year, the latest being the provision of a warehouse for stocking a completely diversified line of essential oils and flavors to meet the requirements of the Chicago and Mid-western sales territory.



Talmadge B. Tribble

Dr. A. Nicolaus, in charge of the company's manufacturing operations in Clifton, N. J., has been named a director of Fritzsche Bros. Inc., filling the vacancy caused by the recent death of B. F. Zimmer.

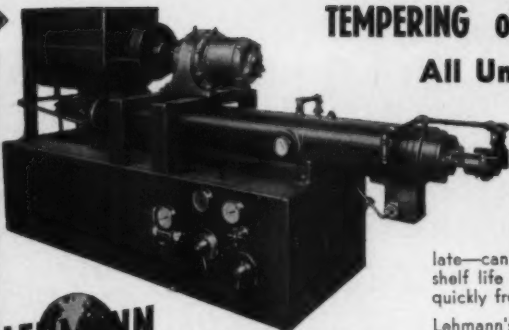
Coconut Oil "Ersatz" Offered to Candy Trade

A substitute product developed to overcome the shortage of coconut oil obtaining at present has recently been announced. It is a pure beef fat, government inspected, with a natural butter flavor. It is used as a lubricant in making caramels, kisses, fudge and other candies, keeping the batch from sticking to cutters and to the eater's teeth. It is claimed that one-third less of this lubricant can be used in a batch with excellent results. It has a melting point of 85° and mixes readily in the batch, making a smooth creamy mix.

P. R. Dreyer, Inc., has opened a branch office in Boston, Mass., in charge of F. Omo Snyder, who has long been in essential oil and flavor circles in Cincinnati and Chicago. Mr. Snyder has made his new headquarters in the Rice building, 10 High St., Boston, and will contact the trade in the New England states. George T. Denby, former St. Louis representative of the company, is now contacting the trade in the New York metropolitan area.

Rolled Paper Sucker Sticks Announced

Setter Bros., Inc., Cattaraugus, New York, recently began a strong sales campaign in a number of the confectionery business papers in favor of their new sucker stick, made of compactly rolled and sealed mill-fresh paper. Developed to overcome the hazard from wood sticks used for this purpose, the new Setterstix



LEHMANN

The Standard for Quality
in Machinery Since 1834

We invite inquiry. Complete details will be sent upon request.

TEMPERING of CHOCOLATE — POSITIVE and AUTOMATIC

All Uncertainty Removed

That is the function of the newly developed
LEHMANN THERMAL EQUALIZER

It tempers chocolate up or down to a desired degree—tempers chocolate gradually without detriment to viscosity—equalizes a given temperature throughout the mass—gives positive supply of properly tempered chocolate—can easily be added to any moulding or enrober unit—gives gloss and added shelf life to finished goods—saves scrap, labor and floor space—can be changed quickly from milk to plain chocolate.

Lehmann's THERMAL EQUALIZERS have capacities ranging from 500 to 4,000 lbs. per hour. Their size permits installation at any point where tempered chocolate is required.

J. M. LEHMANN COMPANY, Inc. 250 WEST BROADWAY, NEW YORK, N. Y.
FACTORY: LYNDBURST, N. J.

are fully covered by patents, as is the machinery by which they are made. These sticks are abundantly strong to use on standard sucker machines, as a matter of fact, because of their uniformity in length, strength, and thickness, they are said to operate with better results than do wood socks. Setter Bros. have for years been pioneers in the field of fine wood products. Four Setters of the third generation are at present active in the concern, and A. G. Setter, one of the original partners, is still chairman of the board.

Guenther of Fritzsche Returns from Trip

Dr. E. S. Guenther, chief research chemist of Fritzsche Bros., Inc., New York flavor and essential oil house, recently returned to his desk after a five weeks' trip through Mexico and Guatemala. The major portion of Dr. Guenther's trip to Central American essential oil sources was by air, except for numerous side trips into the interior, where roads are poor and traveling conditions poor. Dr. Guenther discussed with officials of the Mexican government and with the American agricultural attache the problem of educating native producers in better cultivation practices.

Information on Government Buying

Manufacturers desiring to cooperate with the U. S. Government in buying or selling and lack specific information as to how to proceed, are invited to apply to the Service and Information Office, Room 1060, Department of Commerce, Washington, D. C., for complete instructions on procedure.

Ambrosia Chocolate To Build Addition

A \$75,000 addition to the plant of the Ambrosia Chocolate Co., Milwaukee, Wis., was authorized recently by the city building inspector. The addition to be erected will be three stories high. No information is available at this writing as to the use to which this building will be put.

Allen Candy Co., Weatherly, Pa., elected the following officers at the recent stockholders meeting: B. W. Druckenmiller, president and treasurer; Fred Druckenmiller, vice president; and Marshall Winters, secretary.

A CONFIDENTIAL SERVICE

IN CONDITIONING, CONVEYING
AND ENGINEERING
TO INCREASE YOUR PROFITS!

Write for Complete Details

ECONOMY EQUIPMENT CO., Inc.
229 North Wolcott Ave. Chicago, Ill.

THE STANDARD
SPEAS
CONFECTO-JEL

A Complete Pectin
Product for Making
Jellied Candies

READY
to Use
NOTHING
to Add

SPEAS MFG. CO. KANSAS CITY, MO.

A HIT at the CONVENTION!

New Quickly Adjustable Bar Wrapper

Here's a machine that rang the bell at the recent Convention — our new DF Bar Wrapper . . . All who saw it in action were impressed with its ease of adjustability, the more efficient way in which it can be fed, and the definitely finer wrapping it produces.

This machine can turn out a flawless, perfectly formed wrap for any regular or irregular shaped bars — and all the finished packages are of uniform size. Its narrow width permits the placing of the machine close to and parallel with the enrober belt, enabling the operator to feed with a minimum of time and effort. Hand wheels are responsible for quick adjustability.

If you manufacture bar goods, you'll want to know more about the DF.

Write for our New DF leaflet, giving full particulars.

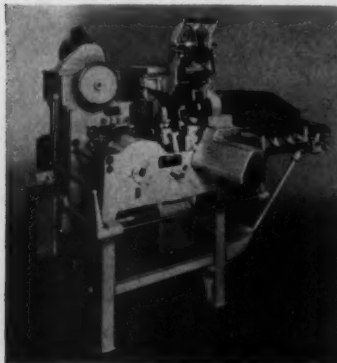
HARD CANDY SALES show a marked increase when pieces are attractively wrapped, and here's the machine for fast, low cost production — our Model 22-B. Wraps hard boiled goods and soft center pieces in a wide variety of shapes.

Write for folder on the 22-B.

POPS get a firm heat-sealed wrap on our LP-2 — the machine that makes savings of 15% to 20% over former wrapping methods. Requires only one operator to turn out 100 a minute.

Write for LP-2 folder.

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts
NEW YORK CHICAGO CLEVELAND LOS ANGELES TORONTO
Mexico, D.F.: Agencia Comercial Anahuac, Apartado 2303 Peterborough, England: Baker Perkins, Ltd.
Buenos Aires, Argentina: David H. Orton, Maipu 231 Melbourne, Australia: Baker Perkins, Pty., Ltd.



Model LP-2 Pop-Wrapping Machine — Handles rectangular, round, oval or ball-shaped pops.



Shown above is the 22-B Hard Candy Wrapping Machine.

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

Candy marketing in food stores--

Show merchants how!

by F. W. BRINKMAN*

*Ind. Grocers Alliance Dist. Co.
Chicago, Illinois*

In the United States there are approximately 386,000 food stores of which 346,000 are independents doing 63% of the grocery business and 40,000 chain stores doing 37% of the grocery business. In my humble opinion, these 386,000 stores are the logical distributors of candy. Figures tell us that the housewife is the largest purchaser of candy. The housewife visits the grocery store almost daily—in fact many more times than she visits the drug, department, or variety store. The grocery merchant knows her by name; he knows her family, her neighbors, and he often hears of her troubles. He is a part of her daily life and he can and should be the one to sell her candy.

But unfortunately the average grocery merchant is doing a poor job of distributing this commodity, especially bulk candy. You as a manufacturer might condemn him for this, but you must remember that candy is only one of approximately 1500 items which he handles, including such fast moving products as meats, produce, soaps, flour, sugar, coffee, and canned goods. You might condemn the wholesale grocery distributor, or perhaps the chain headquarters for not being more candy conscious, for their failure to properly handle and merchandise candy. But we must remember again that the chain headquarters and the wholesale grocery distributor have several thousand items to distribute. They have salesmen call on them every day; they have their buying, selling, advertising, accounting and many more problems. We cannot expect them to be experts in the distributing and merchandising of every product that they handle, and it is only natural that they are going to place their efforts and their time behind those products which today are giving them the greatest turnover, and show them a reasonable profit.

Personally, I would condemn the candy manufacturers, for after all, the candy business is *your* business and unless *you*, as a candy distributor and a part of the candy industry, get together with other manufacturers and endeavor to educate these merchants in the proper merchandising of your products—unless you place into effect merchandising programs—unless you do these things, I do not believe that you can, in all fairness,

expect the grocery wholesaler, or chain headquarters, or retail store managers, or merchants, to do the job for you.

In my 13 years experience in the candy business, half of which was spent with a chain grocery organization and the other half as manager of the candy department for the Independent Grocers' Alliance, I have been amazed at the lack of interest on the part of the majority of candy manufacturers in performing services which would be of benefit to the wholesaler distributor as well as the candy business as a whole.

Self-Service Merchandising Demands Technique Changes

In the past few years we have seen, and are seeing, quite a change in the methods of operation. Chain store organizations have seen fit to replace many of their small community stores with larger self-service and semi-self-service markets. The chains have made this change in but a short period of time. In the chain organization, therefore, we have seen a change in their method of handling candy and today, in the majority of cases, bulk candy no longer fits into their picture. They are interested in a package line—either cellophane bags or boats, to display in such manner that Mrs. Consumer can serve herself. Many chains are still purchasing bulk candy and cellophane-bagging it themselves in their warehouses and in their stores. The principal reason is economy.

It is my opinion that bulk candy in package form, within the next few years, will increase materially in volume, not only in the chains but in the independent stores as well. We have played around with bulk candy cases for many years, and for as many years we have seen the very poor way in which the cases were maintained. I have had the opportunity of visiting several thousand independent as well as chain stores and I would say that in 80% of the stores I have been most dissatisfied with the candy departments. The bulk candy looked insightfully—in many cases it was stale; it was not price tagged; the cases were not clean, and in addition to candy we usually found dried fruits or some other commodity taking up space in the candy department.

It is my firm opinion that the retail grocer, in the majority of cases, will not spend the time necessary to keep his bulk candy case in proper condition. The average retailer, from my experience, does a fair job in

*Address presented at Forum Session, 58th Annual Convention, National Confectioners Association, Palmer House, Chicago, June 3, 1941.

merchandising 5c bars and chewing gum. The reason for this is that the merchandise is so easy to handle. He merely opens the box and puts it on display. No time is lost in keeping up the display or in serving the consumer. Therefore, I believe that all bulk candy manufacturers today should give serious thought to the developing of a package line of bulk merchandise.

Now what is happening in the independent grocery field? We find, in many cases, that the independent merchant is also changing over to the semi-self-service type market. He is eliminating the bulk candy case and he, too, will soon have no room for this type of merchandise in his store. To ask him to bag up his bulk candy is not practical. We know, from past experience, that he will not do it. To enjoy the best business with the independent grocer, the candy must be delivered to him already packaged, either by the manufacturer or by his wholesale distributor. The majority of independents, because of lack of organization, because of finances, plus other reasons, naturally will be much slower in changing over to the semi-self-service type of market, but I firmly believe that they will do so in due time, and that bulk candy, to the consumer, with the exception of perhaps the holiday season, will decline in sales in the grocery field. This may be a slow process, covering five or ten years.

Create Attractive Bulk Packages

Now what can you, as an individual candy manufacturer, do today, in the way of merchandising, to help develop more candy business through these 386,000 grocery outlets? First, let me again emphasize that if I were a candy manufacturer, I would create an attractive package line. In my bulk candy business I would use various ideas and promotions to increase my sales and to increase the sales of the wholesale and retail distributor. I would make good quality merchandise

rather than endeavor to make it cheaper. I would pack various candies in different size cartons, depending on the sale of these candies through retail outlets.

For example, items such as Chocolate Drops, Orange Slices, Gum Drops, etc., have a fast turnover and the retailer can easily take 30 lbs. of this merchandise and move it in fresh condition. The slower movers I would pack in smaller units so that it too could be moved from the stores in fresh condition. It is surprising how much stale candy is sold through grocery outlets. Though we may again blame the grocer, we might accept a part of this blame ourselves for packing every item possible in a 30 lb. unit. I would have attractive cartons on certain items. For example, many manufacturers have adopted display containers.

One manufacturer in particular has adopted the use of a round type drum carton for certain items. I would make available cellophane covers on certain items. I would place glassine or cellophane bags in the cartons of certain items. I would place at least one price card in every case of merchandise. I would have display cartons on items on which I wished to place special emphasis. I would have window or display posters in cases of candy, especially on those items which might be for feature sale. I would have one or two specials a month. By this I do not mean merely price specials. Perhaps each month I might have one price special and then some other merchandising idea—perhaps a small give-away for the consumer—perhaps a small give-away for the retailer—perhaps a contest or premium for the wholesale grocers' supervisors—something a little different to create more interest in the sale of the merchandise.

In every case of merchandise that left my plant I would place a circular offering the retail merchant at least one idea that he might use to further the sale of candy in his store. This circular, naturally, would have to be changed quite frequently. For example, in one circular could be suggested that the retailer use a pound of the candy in the case for sampling purposes—in another





Sparkling, transparent SYLVANIA cellophane captures health and imprisons the freshness of perishable merchandise over long periods of time. And it insures health in another way—by protecting and keeping uncontaminated the multitude of articles which consumers purchase for their personal use. Its third contribution to a healthy America lies in its attractiveness—helping to sell its people fresher, cleaner merchandise.

Copy. 1941 Sylvania Ind. Corp.

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 E. 42nd Street, New York

Works: Fredericksburg, Va.

Branches or Representatives:

ATLANTA, GA. . . . 78 Marietta Street
BOSTON, MASS. . . 201 Devonshire St.
CHICAGO, ILL. . . 427 W. Randolph St.
DALLAS, TEX. . . . 812 Santa Fe Building
PHILA., PA. . . . 260 South Broad Street



Pacific Coast:

Blake, Moffitt & Towne
Offices & Warehouses in Principal Cities

Canada:

Victoria Paper & Twine Co., Ltd.
Toronto, Montreal, Halifax

"SYLVANIA" IS A REGISTERED TRADE MARK FOR CELLULOSE PRODUCTS MANUFACTURED BY SYLVANIA INDUSTRIAL CORPORATION



Type of window posters featuring candy developed for use by I.G.A. stores last Christmas.

suggesting a particular type of display—in another suggesting a contest for the retailer's clerks, giving a small prize in return for sales of candy—in another suggesting a combination of display of let us say Orange Slices with Fresh Oranges. Many ideas could be suggested and used.

Give Your Candies A Name That "Sticks"

Now I know that there are many retailers who would not use these suggestions, but there are also many who would. I would name by candy. Most bulk candy manufacturers show the name of their firm on the case but no brand name which might linger in the minds of the retailers and wholesalers. For example, the use of a name such as "Jane Gray Candies." We find that the use of an idea, plus an easy name which the retailer can remember, can be instrumental in increasing sales. It is only natural that after a time the retailer will insist upon your brand of candies, the same as he now insists upon a certain brand of soaps, cereals, or canned foods. One manufacturer in particular, through merchandising plans and ideas, has been able to do just that thing.

It is surprising the number of retail stores that will purchase their candy from no other manufacturer than that particular one. I would endeavor, wherever possible, to cooperate with good wholesale distributors by addressing their salesmen as well as retailer meetings, on the subject of properly selling and merchandising candy. I would endeavor, through meetings, as well as weekly bulletins, to educate my own salesmen in the proper selling and merchandising of candy, so that they might be able to sit down with a wholesale grocery, or chain store headquarters' man, and discuss problems which would aid sales and aid the customers. I would keep a steady flow of merchandising ideas and plans to my men and also to the customers. In other words, I would endeavor to build a reputation not only for manufacturing good candy but also the reputation for releasing ideas and plans on my products which would increase sales.

What Can You Do To Build Sales

It is surprising to see how few manufacturers of bulk candy do anything at all to help sell their merchandise. I appreciate that we do see, from time to time, deals con-

sisting of perhaps 300 pounds of candy, which when purchased by the retail merchant have with them a premium such as a shot gun. To my way of thinking, this is not merchandising. It isn't difficult to load a retailer with 300 pounds of candy, which might last him four, five, and six months, flashing before him a very attractive shot gun. To start with, we know that we have had to add the price of that gun to the candy. We know that that retailer's price is going to be definitely out of line with competition—but more important than that, the retailer is going to sell that merchandise, fresh or stale. The consumer is going to get some stale candy. She is going to be dissatisfied. The result is that the consumer will not buy candy in that store for fear that she will again get stale merchandise.

I do not believe that we are doing ourselves any good by using large premium deals. I have seen too many results of those kind of deals, and I say to you manufacturers, you are not helping yourselves nor are you helping anyone connected with the industry when you use that type of merchandising. I am a staunch user of premium give-aways and use them in merchandising candy at IGA, but they are premiums which do not load the price of the candy to the extent where it will affect the retail price or to where it loads the merchant with too much candy.

In addition to material for the Holiday candy season, we have material for special occasions. For school opening we might give away a pencil, or tablet—for Valentine's Day, perhaps Valentines—for Hallowe'en, perhaps Hallowe'en masks or horns—some other time during the year, balloons. These are all give-aways which can be purchased reasonably.

We use quite a few salesmen's contests. We divide the sales force in a particular wholesale house, giving the winners a chicken dinner and the losers brown bread and beans. We have often given away a suit of clothes to a salesman doing the best job of selling candy during a particular period of time. We like to use special packs, such as picnic baskets full of candy. We are always on the lookout for new ideas to increase sales.

In addition to constantly having a flow of merchandising ideas such as these, in our weekly "Merchandiser" we have articles on the proper merchandising of candy, and in our monthly magazine we have photographs of displays as well as articles on the proper merchandising

FOURTEEN MILLION PEOPLE GET THIS MESSAGE



"I TRUST CANDY IN 'CELLOPHANE'!"

Cellophane
THE DU PONT Cellophane Film
YOUR GUIDE TO ADDED VALUE

85% OF AMERICAN HOUSEWIVES SAY—"WE WANT CANDY PROTECTED BY 'CELLOPHANE'!"
(According to a recent survey)
Cellophane Cellophane... protects the best sweets & preserves their taste and keeps them safe until they are eaten.

DU PONT

TWO CANDY KIDS BRAG ABOUT THEIR MOTHERS!

MY MOTHER LETS ME HAVE A CUPFUL EVERY DAY BECAUSE I'M GOOD.
MY MOTHER DOES, TOO.

MY MOTHER SAYS TO GET CANDY IN "CELLOPHANE" BECAUSE IT'S CLEANER!

MY MOTHER BUYS MILLIONS OF THINGS IN "CELLOPHANE"!

I LIKE CANDY IN "CELLOPHANE"—BECAUSE I CAN SEE HOW GOOD IT IS!

IT TASTES GOOD, TOO! MY MOTHER CALLS ME "CELLOPHANE" JAKE!

► Another of Du Pont's many full-color consumer advertisements that help sell products in "Cellophane."
DU PONT, "CELLOPHANE" DIV., WILMINGTON, DELAWARE

of candy. We are trying to do things that really should be done by the manufacturer.

No Follow-Through On Candy Slogan

Now, I have tried to cover as briefly as possible, without going into detail, some of the things you might do, but there are many things that should be done in the candy departments which you, as an individual, cannot do but which the industry as a whole could do. For example, several years ago you developed the slogan "Candy is Delicious Food—Enjoy Some Every Day." For awhile we heard quite a bit about this. That was good. But there was no follow-through and today you hear about it once in a while or may see it on some sign, but nothing is being done to follow through, to convince Mrs. Consumer of the food value of candy. In addition to that, the industry could do national advertising—they could play up the special occasions of Mother's Day, Sweetest Day, and so on. Merchandising assistance should be given the manufacturers by the association. Children all over the country could be taught of the true food value of candy. Club women seem to be very interested in subjects of this kind.

Let us look at what the coffee and tea bureau have done. Look at the Florists' Association, the Meat Institute. Through their associations they are doing things to promote the sale of their products. They are making Mrs. Consumer more conscious of their products. The same thing should be done in the candy industry. But for some reason or other candy manufacturers have not been able to get together to back up anything that costs money. If we realize that 1% of your sales over a year's period would bring into a fund two and one-half million dollars, that 1/10th of 1% would bring in \$250,000.00, just think what could be done by the association to further the interest, not of any one manufacturer's particular commodity, but the interest of candy as a whole, to create a greater distribution on the part of the consumer, to educate the merchants in properly distributing candy. To my way of thinking, it is something worthwhile considering—it is something which definitely should be done in the candy industry.

A.R.C. Meets in New York Next Year

Next year's convention activities of the Associated Retail Confectioners Association of the U. S. will take place in New York, which has been selected as the 1942 Convention city, according to an announcement just made by Secretary William D. Blatner.

CANDY TIED WITH
RIBBONS—More Sales

*We have largest stock in the
Middle West*

Satin—Messaline—Tinsel—
French Chiffon—Novelty and
Printed Ribbons—Rib-O-Nit
—Ready-Made Bows and
Rosettes.

*Immediate delivery—High in
quality—Low in price*

R. C. TAFT CO.
429 W. RANDOLPH ST. CHICAGO

Meiss Elected A.R.C. President

At the 25th Annual Convention of the Associated Retail Confectioners Association of the U. S., held at the Morrison hotel, Chicago, June 1 to 4, M. D. Meiss, Putman, Inc., Cincinnati, Ohio, was elected president. He succeeds John Mavrakos, Mavrakos Candies, St. Louis, Mo., who headed the association for the past two years. Other new officers and directors elected include the following: First vice president, Elmer G. Wieda, Wieda's, Inc., Paterson, N. J.;



M. D. Meiss

second vice president, Seymour Neill, Mrs. Snyder's Home Made Candies, Chicago, Ill. New directors are: John Mavrakos, St. Louis; John H. Jacobs, O. P. Bauer Confectionery Co., Denver, Colo.; H. L. Jeffery, Jr., Maud Muller Candy Co., Dayton, Ohio, and Mrs. Russell Stover, of Mrs. Stover's Bungalow Candies, Kansas City, Mo. Incumbent directors include Heber Barter, Heber Harter, Inc., Cleveland, Ohio; George Kaiser, Parkside Candy Co., Buffalo, N. Y.; Laurence A. See, See's Candy Shops, Los Angeles, Cal.; and Harold H. Jensen, Jensen's, Springfield, Mass.

A large turnout of members and guests attended the "house of friendship" dinner held in the Roosevelt room of the hotel on the evening of June 1. On Monday, June 2, following opening routine and reading of the secretary's report, members gave five-minute presentations of merchandising "tricks that clicked." In the afternoon, the only formal address of the convention was presented by J. J. Brennan, Mavrakos Candies, Inc., St. Louis, Mo. on the subject "Cost Accounting Applied to the Manufacturing-Retail Candy Business." After this followed presentation of eight dioramas of window decorations for the candy store for various holidays and week-end candy specials. This feature was under the direction of Tom Barron, Barron's, Framingham, Mass.

Tuesday morning and part of the afternoon were devoted to the Annual Candy Clinic. Almost all attending members brought with them packages for discussion by the Clinic. Upon completion of this session, the new feature, "Ask the Experts" was put on, with Mrs. M. G. Anderson of Dayton, Ohio; Herbert Dimling, of Pittsburgh; and Geo. Frederick of St. Louis, acting the part of "experts." This was a highly successful feature and will be scheduled again next year, with some modifications. The annual dinner-dance of the organization was held on the evening of Tuesday, in the main dining room of the hotel.

The morning of the final convention day was given over, first, to short demonstration of gift tying of fancy boxes, after which the open forum of production problems occupied the members for the next two hours. Discussion leaders included James A. King of the Nulomoline Co.; George Eddington of Heinemann's Bakeries, Chicago, and a representative from the technical staff of the Corn Products Refining Co. Adjournment followed after announcement of the results of the election, given above.

EXPOSITION—

(Continued from page 32)

also in attendance, as were D. R. Sargent, Jay Cox and Bill Schiemenz.

DuPont's booth won the trophy, as heretofore described. "Cellophane invites you to look into this profitable market" proclaimed the center sign of this huge exhibit. An illuminated arrow drew the visitor close to a center panel on which was shown a miniature store front. Peeking in the door, one saw a store clerk operating a "flash card" presentation in an actual grocery store candy section. The feat was accomplished by reduction lenses and the store was hidden in the space behind the booth. The clerk nodded and gesticulated as he flicked his cards, telling how candy sells itself when wrapped in cellophane. This idea was the theme of the entire exhibit. An abundance of retail store type shelves displayed a quantity of every kind of candy. Enlarged photos showed actual candy counters heaped with cellophane-wrapped sweets. Miss Martha Berg, a packaging stylist, worked in one corner, showing how quickly and easily various colored and printed cellophanes could be made into fascinating special wraps for gift and party items. The large booth staff was headed by R. R. Smith and L. B. Steele.

Paul Paisner of the Decorative Art Glass Co., Chicago, showed a full line of fancy mirror boxes and novelty boxes of wood at his attractive booth.

Featuring the exhibit of the Dobeckum Co. of Cleveland, were the new patented "Pris-O-Matic" cellophane bags as well as several types of cellophane wrapped containers featuring the "Zip-Tape" opener. J. M. Cowan, H. Bullock, T. F. Dolan, W. D. Dierking, P. W. Kollar, J. E. Jones, J. W. Noonan, and R. M. Siegle, made up the booth staff.

A variety of shipping containers designed to give equal service as floor and counter displays were shown by P. C. Meelfeld of the Hinde and Dauch Paper Co., Sandusky, O.

Milprint, Inc., Milwaukee, introduced their Fall and Christmas holiday packaging catalog at their immense booth right up front, and brought with them a large staff of sales and service representatives to tell candy men about their lines and discuss buying and packaging problems. As converters of cellophane, Milprint is among the largest suppliers of wrapping materials to the candy industry, and their booth featured all types of confectionery products in printed cellophane, glassine, foil, and specialty cartons. The company is working on a foil substitute at present, said L. R. Zimmerman, of the Chicago office, but is not yet ready to announce it.

The Schleichers of St. Louis were showing a complete line of their well-known fancy candy boxes, at their exhibit. The booth was manned by L. S., F. H., A. K., and Louis Schleicher.

One of the most attractive booths at the Exposition was that of the Sylvania Industrial Corporation, makers of Sylvania cellophane. In a riot of color the company's name stood out well in a lighted disc against green pine trees. In one corner was a rotating globe of colored cellophane packing with shelves of fancy candy packs and a backing of colored ribbons. An American flag made from shredded cellophane added just the right patriotic touch, and many visitors threatened to "steal" the doll dressed in a bridal gown and veil made entirely of lace-like cellophane. Miss F. T. Helmer of the home office headed a large staff of booth representatives.

Traver Corporation of Chicago, cellophane printers and converters, showed a large and representative line of printed wraps and bags of all kinds and descriptions.

In the booth of the C. E. Twombly Co., Medford, Mass., J. W. Turner had a display of a wide range of colors and sizes in candy cups, and featured especially stacks of glassine and wax paper cups alternately stacked.

Wayne Novelty Co., Decatur, Ind., featured a full line of cedar and other type wooden boxes, as did Pilliod Cabinet Co., Swanton, Ohio.

One of the busiest booths at the Exposition was that small nook occupied by Weinman Bros., Chicago, fabricators of those rigid transparent containers which have caught the fancy of everyone. Mr. A. Weinman and his brother, M. Weinman, were in attendance, discussing the possibilities of applying their products to this or that type of candy and, we suspect, writing a very fair amount of business.

IDEAL WRAPPING MACHINES

FAST-EFFICIENT RELIABLE

CANDY manufacturers both large and small prefer IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged! Our unqualified guarantee is your protection. Two models available: SENIOR MODEL wraps 168 pieces per minute; the new High Speed Special Model wraps 325 to 425 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.



WRITE FOR COMPLETE SPECIFICATIONS AND PRICES

IDEAL WRAPPING MACHINE CO.

EST. 1906

MIDDLETOWN, N. Y.

U. S. A.

3 Wrappers in 1

Printed metallic cellophane successfully and economically replaces metal foil and is being adopted by the Candy Industry to take the place of wax linings, foil and cellophane—all with one wrap!

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CONFECTIONERS' BRIEFS

Directory Questionnaires Mailed to Manufacturers

Initial steps in the compilation of the 1942 Directory of Candy Manufacturers were taken recently when questionnaire forms were sent out to all manufacturers in every part of the country. The purpose of these questionnaires is to obtain latest information from each manufacturer as to the types of goods he makes, so that this information may be put up in handy reference form for the convenience of candy buyers everywhere. The directory will be published late in summer, in time for the heavy Fall buying season. It is distributed without cost to every wholesale and retail buying headquarters in the U. S. The last edition was mailed to over 9,000 candy buyers. Confectionery manufacturers are urged to fill out their questionnaires as completely and as carefully as possible so that compilation of the data may be facilitated and to avoid errors. No obligation of any kind attaches to the inclusion of *your* information in the Candy Buyers Directory.

Formal Opening of New Steven Plant

Steven Candy Kitchens, Inc., formally opened its new \$250,000 candy plant in Chicago on June 7. Under auspices of the Veterans of Foreign Wars a flagpole and memorial plaque were dedicated on the plant grounds, and tours of inspection were conducted throughout the day. A large turn-out of candy men from the Chicago area and representative supply men and friends of the management, were on hand for the ceremonies which began with a parade down Sacramento boulevard by various V. F. W. marching units. The new plant contains 50,000 sq. ft. of operating and office area, which more than doubles the company's former plant area. Last year more than 9,000,000 lb. of candy were produced by the company, and present indications are that this year will run about 30% ahead of that figure.

Associated Merchandising Group Holds Annual Meeting

The fifth annual meeting of the Associated Merchandising Corporation was held in the Merchandise Mart,



Scene at fifth annual meeting of Associated Merchandising Corporation in Chicago, May 19 to 22.

Chicago, May 19 to 22. Attendance was the largest in the history of the group, according to E. J. Suess, Chicago representative of the corporation. At these annual meetings, manufacturers from the middle west submit their candy and food products to buyers and merchandise managers from various stores. Buyers this year are making their commitments earlier than usual on account of rising commodity prices. The accompanying illustration shows a scene during the meeting.

Atlanta Host to Jobbers and Salesmen

Atlanta, Georgia, will be the meeting place in July for the cream of the candy jobbing and candy selling trade, when the three organizations representing these groups hold their conventions at the Biltmore Hotel in that city during the week beginning July 5 and ending July 12. For the Southern Wholesale Confectioners Association this will be the 21st Annual convention; for the Southern Salesmen's Candy Club it will be the 7th Annual convention; and for the National Confectionery Salesmen's Association the Atlanta meeting represents the 43rd annual convention.

The week's activities will get under way on Saturday, July 5, when the Southern Salesmen's Candy Club will complete their convention program. Sunday will be a day of rest, but on Monday, July 7, the National Confectionery Salesmen's Association will begin the first of a series of meetings which will last through July 10. Registration for the S.W.C.A. convention begins on July 9, when registration will begin in the late afternoon and a preview of the Annual Candy Show will be held for the members of the two aforementioned groups. The convention program proper begins on Thursday afternoon and will wind up Saturday night with the annual banquet and dance.

Theme of the S.W.C.A. Convention is "Prepare for Preparedness" and this keynote will be struck in the first address presented on Thursday following completion of routine opening day formalities. S.W.C.A. Outing and golf tournament will be held at the Druid Hills Country Club on Friday, July 11, with an exhibition match between Dorothy Kirby, ranking woman amateur champion, and Louise Suggs. Prizes of all kinds are being awarded at the convention and Candy Show and a full program of entertainment has been arranged through representative firms catering to the candy industry.

Pennsylvania Confectioners Meet at Galen Hall

The 20th Annual Convention of the Pennsylvania Confectioners Association will be held at Galen Hall hotel, Wernersville, Pa., June 26 to 28, according to announcements sent out recently by A. D. Bacon, secretary. The convention will open with an executive session on Thursday evening, June 26. Friday morning will be devoted to a business meeting, with the golf tournament scheduled for Friday afternoon. There will also be a bridge party for the ladies on Friday afternoon. The annual banquet and entertainment will be held in the hotel ball room on Friday night, and the directors meeting and election of new officers will take place Saturday morning. Golf tournament is in charge of A. G. Peterson, Carson Rhoades, and Robert F. Kepple. Mrs. H. Earl Erb will head the ladies entertainment committee.

